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# A Research Analysis

# "Do the Poor Pay More"

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# EXECUTIVE SUMMARY

Northeastern University Marketing Research Group, Winter, 1994. A Research Analysis on Whether or Not the "Poor Pay More" for Consumer Items in the Greater Boston Area. Submitted: March 23, 1994.

After researching three locations, including Quincy/Braintree, Boston, and Roxbury/ Dorchester, we have found that, overall, the poor do not appear to pay more for various consumer items. However, we found that certain stores did charge different prices within the chain due to various cost and expense differences. (i.e., rent, overhead, utilities,...etc.) Also, after a careful analysis of the data, evidence suggests that there is a correlation between "urban" areas and "higher prices" -- rather than "poorer" areas and "higher prices."

When comparing individual items from supermarkets, gas stations, fast food restaurants, convenience stores and drug stores, it was found that there were large price differences between the chains. For example, it was found that certain chains charged more than other chains, yet the lower priced chain and the higher priced chain could be close in proximity. Therefore, if one chose to go to the right store in a particular city, he/she could find lower prices vs. other chains. We have determined that, overall, it is not in what area you shop in (i.e. Boston, Dorchester, Quincy), but rather what store in which you shop (i.e. Stop-n-Shop, McDonald's, CVS) that determines how high the prices will be. If a consumer makes the right choices and chooses the correct store, he/she will be able to obtain fair prices in every area we targeted.

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Introduction (1)

# INTRODUCTION

A study was conducted by a research group of Northeastern University students to determine if "the poor pay more" for goods in lower income areas. In order to determine this, the group visited stores and restaurants in three locations considered to be representative of the different socio-economic classes. Supermarkets, gas stations, drug stores, fast food restaurants and convenience stores in Dorchester/Roxbury, Boston, and Quincy/Braintree were visited and all price information recorded.

In order to meet the research objective of determining whether or not the poor do, in fact, pay more, certain questions needed to be answered:

1) The total dollar amount of goods must be higher in the Dorchester/Roxbury locations than both the Quincy and Boston locations.

2) The majority of higher priced individual goods must be found in the Dorchester/Roxbury market basket of goods.

3) Using a statistical paired T test, the standard deviation must exceed 2 to show a significant statistical difference.

The actual selection method for specific market basket items will be discussed in the individual sections.

Supermarket Methodology & Findings (2)

# SUPERMARKETS

## METHODOLOGY

### Sampling

In selecting our subjects for the Supermarket section of our project, we referred to the 1994 NYNEX Yellow Pages and selected supermarket chains that operated in our target areas (Boston/Back Bay, Dorchester/Roxbury, Quincy/Braintree). The target areas were selected based on the guidelines set forth by the Assistant Attorney General.

After determining the alternatives for our sample subjects, we subsequently chose Stop and Shop and Purity Supreme. Each retailing food chain operates stores in our target areas and each met our criteria for choosing a sample subject. Our selections were then submitted to the Attorney Gerneral's Office for approval.

### Data Gathering

After receiving approval, the six stores were visited during the same week. Time of visitation and the dates were carefully planned to insure that all the visits occurred within one **pricing cycle** (one week). After speaking with the store managers, we determined that the typical pricing cycle occurs Sunday through Saturday of each week.

Accordingly, all prices were collected from Stop and Shop and Purity Supreme in one week -- week ending March 12.

The items for our sample were selected based its level of typicalness. That is, we chose items that were purchased most frequently or items that would represent a "typical" consumer purchase. At the request of the Attorney General, the shopping list was chosen in a systematic random method whereby two items were selected from each row in the supermarket. We found this method to be the most appropriate because it would ensure an even distribution among food categories while providing a structured methodology that we were able to follow from store to store.

### Item Disqualification

Many items were disqualified which increased the difficulty in creating a final shopping list. Items were disqualified for the following reasons: 1) if the item was previously marked by the producer or distributor; 2) if the exact item was not present in all six stores; 3) if the item was on sale in any of the six stores, and; 4) if the Attorney General did not find that a selected item was a "typical" consumer purchase. These constraints required us to rearrange our list and revisit the stores on three seperate occasions . However, these efforts to maintain a strict and uncompromising methodology produced high quality data that is presented in the Findings section of this report.

## FINDINGS

Finding #1 The raw data of shopping basket totals showed that the poorer location of Dorchester had the most expensive at Purity and the least expensive in the Braintree Stop and Shop shopping baskets of stores sampled.

The average total cost for the shopping basket at Stop and Shop was $89.33 and the average at Purity was $3.69 higher at $93.02.

| | | Stop and Shop | | | Purity | | |
|---|---|---|---|---|---|---|---|
| **Item** | | **Boston** | **Roxbury** | **Braintree** | **Brookline** | **Dorchester** | **Braintree** |
| 1 | Ham | $4.49 | $4.99 | $4.49 | $3.99 | $4.99 | $4.69 |
| 2 | Butter | $1.69 | $1.39 | $1.39 | $1.69 | $1.79 | $1.69 |
| : | : | : | : | : | : | : | : |
| : | : | : | : | : | : | : | : |
| 42 | Baby Food | $.69 | $.69 | $.69 | $.75 | $.79 | $.79 |
| 43 | Diapers | $8.99 | $8.99 | $8.99 | $8.99 | $8.99 | $8.99 |
| **Total** | | $92.80 | **$88.84** | $86.34 | $89.83 | **$96.34** | $92.88 |

**Chain Average: Stop and Shop $89.33 Purity $93.02**

*See Exhibit A1*

Finding #2 Dorchester Purity was 11.60% more expensive than Braintree Stop and Shop.

| Location | Price | Percent |
|---|---|---|
| Dorchester Purity | $96.36 | 11.60% |
| Braintree Purity | $92.88 | 7.57% |
| Boston Stop and Shop | $92.80 | 7.48% |
| Brookline Purity | $89.83 | 4.04% |
| Roxbury Stop and Shop | $88.84 | 2.89% |
| Braintree Stop and Shop | $86.34 | -- -- |

*See Exhibit B1*

Finding #3 When comparing each of the three Stop and Shop locations, price differences ranged from $2.50 to $6.46. According to total dollar values, the poor *do* pay more at the Boston Stop and Shop.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Boston vs. Braintree | $ 6.46 | Boston | 7.48% |
| Boston vs. Dorchester | $ 3.96 | Dorchester | 4.46% |
| Dorchester vs. Braintree | $ 2.50 | Dorchester | 2.90% |

*See Exhibit B2*

Finding #4 When comparing each of the three Purity locations, price differences ranged from $ 3.05 to $ 6.51. According to total dollar values, the poor do pay more at Purity as the Dorchester location was more expensive than both the Boston and Quincy locations.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Dorchester vs Brookline | $ 6.51 | Dorchester | 7.25% |
| Dorchester vs. Braintree | $ 3.46 | Dorchester | 6.72% |
| Brookline vs. Braintree | $ 3.05 | Quincy | 3.73% |

*See Exhibit A2*

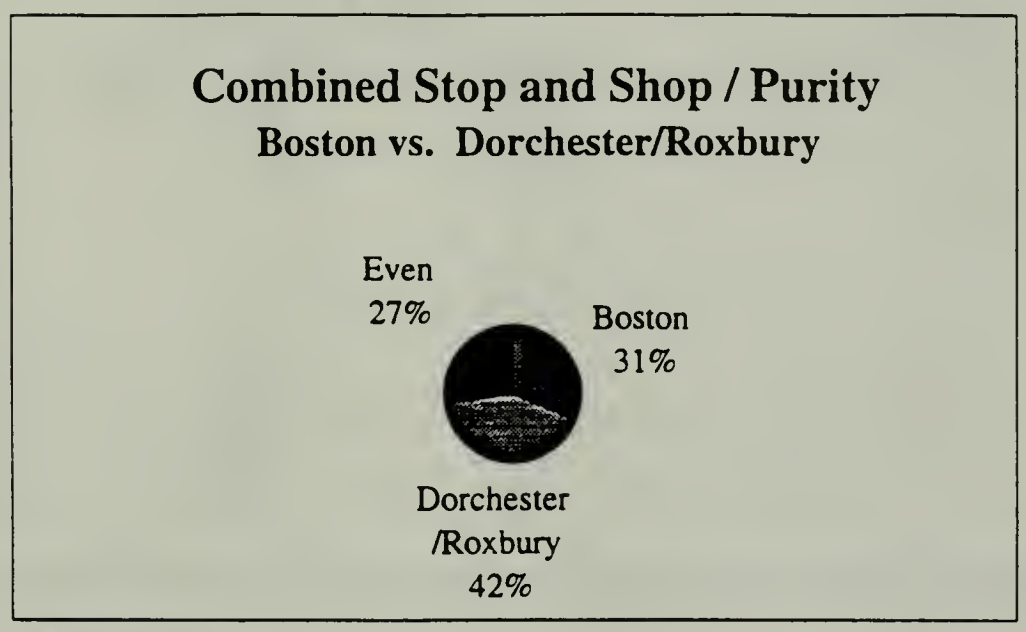
Finding #5 When comparing individual item prices between Boston's Stop and Shop and Roxbury/Dorchester's Stop and Shop locations, the poor do not pay more. Boston was more expensive in 25 out of the 43 items, or 58%. Roxbury/Dorchester was more expensive only in 7, or 16%.

When comparing individual item prices between Brookline's Purity and Dorchester locations, the poor do pay more. Dorchester was more expensive in 26 out of the 43 items, or 60%. Boston was more expensive in only 5, or 9%.

| | | Stop and Shop | | Purity | |
|---|---|---|---|---|---|
| | **Item** | **Boston/ Brookline** | **Roxbury/ Dorchester** | **Boston/ Brookline** | **Roxbury/ Dorchester** |
| 1 | Ham | $4.99 | $4.99 | $3.99 | $4.99 |
| 2 | Butter | $1.69 | $1.39 | $1.69 | $1.79 |
| : | : | : | : | : | : |
| : | : | : | : | : | : |
| 42 | Baby Food | $.69 | $.69 | $.75 | $.79 |
| 43 | Diapers | $8.99 | $8.99 | $8.99 | $8.99 |
| | **Total** | **25/43** | **7/43** | **5/43** | **26/43** |
| | **Percent** | **58%** | **16%** | **9%** | **60%** |

*See Exhibit A2*

Finding #6 In comparing the percentages of both Stop and Shop and Purity items combined at either Boston or Roxbury, both locations 36.5% of items being higher priced than their competitor. The items remained the same 27% of the time.




*See Exhibit A3*

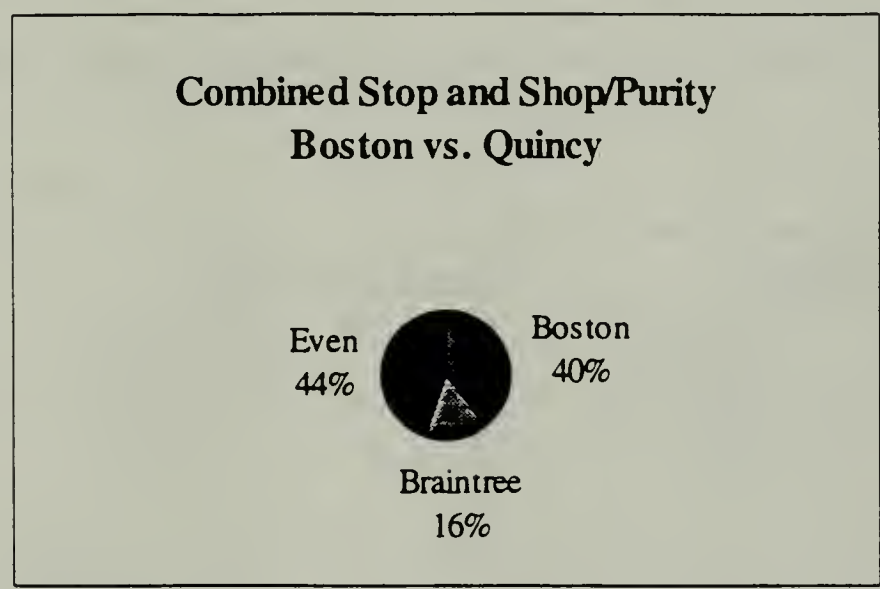
Finding #7 In comparing individual item prices between Boston/Brookline and Braintree supermarkets, 39.5% of the items were priced higher.

In comparing individual items priced between Boston/Brookline and Braintree Purity locations 16.3% of the items were priced higher.

| | | Stop and Shop | | Purity | |
|---|---|---|---|---|---|
| | **Item** | **Boston/Brookline** | **Braintree** | **Boston/Brookline** | **Braintree** |
| 1 | Ham | $4.99 | $4.99 | $4.99 | $4.99 |
| 2 | Butter | $1.39 | $1.39 | $1.69 | $1.79 |
| : | : | : | : | : | : |
| : | : | : | : | : | : |
| 42 | Baby Food | $.69 | $.69 | $.79 | $.79 |
| 43 | Diapers | $8.99 | $8.99 | $8.99 | $8.99 |
| | **Total** | **28/43** | **3/43** | **6/43** | **11/43** |
| | **Percent** | **65%** | **7%** | **14 %** | **26%** |

*See Exhibit A4*

Finding #8 In comparing the percentages of both Purity and Stop and Shop items combined being more expensive at either Boston or Braintree locations, 44% of the items were the same. Of the remaining items 40% were priced higher in Roxbury; 16% were priced higher in Braintree.




*See Exhibit A3*

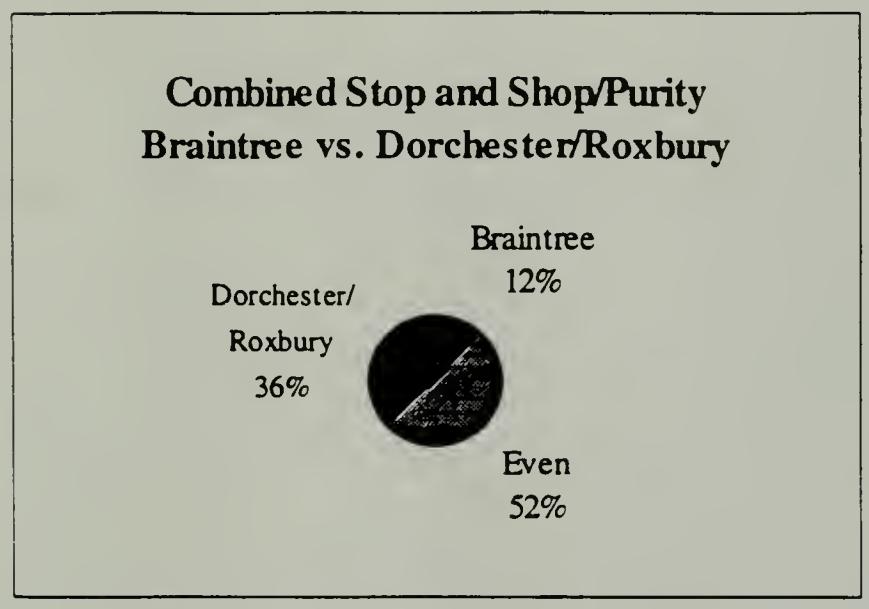
Finding #9 When comparing individual item prices between Dorchester/Roxbury and Puriy and Stop and Shop locations, the poor pay more. In Dorchester Roxburby, 36% of the items priced were higher than Braintree locations.

When comparing individual item prices between Braintree Stop and Shop and Purity locations, the locations were virtually equal. Both locations had only 5 items being more expensive than its competitor, or 11.6% each.

| | | Stop and Shop | | Purity | |
|---|---|---|---|---|---|
| | **Item** | **Dorchester/ Roxbury** | **Braintree** | **Dorchester/ Roxbury** | **Braintree** |
| 1 | Ham | $4.99 | $4.99 | $3.99 | $4.99 |
| 2 | Butter | $1.69 | $1.39 | $1.69 | $1.79 |
| : | : | : | : | : | : |
| : | : | : | : | : | : |
| 19 | Baby Food | $.69 | $.69 | $.75 | $.79 |
| 20 | Diapers | $8.99 | $8.99 | $8.99 | $8.99 |
| | **Total** | **7/43** | **5/43** | **24/43** | **5/43** |
| | **Percent** | **16.3%** | **11.6%** | **56%** | **11.6%** |

*See Exhibit A2*

Finding #10 In comparing the percentages of items being more expensive at either Braintree or Dorchester/Roxbury, 52% of the items were the same price with Dorchester/Roxbury being 36% more expensive and Braintree being only 12% more expensive than its competitors.



Fast Food Methodology & Findings (3)

# FAST FOOD RESTAURANTS

## METHODOLOGY

### Sampling

In order to reach the research objective, the fast food restaurants selected had to meet certain requirements. Two fast food restaurant chains were researched to illustrate that the findings were not due to the individual restaurant chain, but rather the change in location. These fast food chains had to carry the same company name, profess to carry the same goods, same quality, and operate under the same procedures. In addition, the fast food restaurant chain selected had to have restaurant locations in the three specific areas described in the research objectives. Once fast food restaurants and items were selected, they had to be approved by the Attorney General's Office.

Given these criteria, McDonald's and Burger King locations were selected using a 1994 NYNEX White Pages telephone listing. Only two fast food restaurant chains were selected due to time restrictions. These restaurants were then approved by the Attorney General's Office.

### Data Gathering

Upon approval, the six restaurants were visited within a one week time period, beginning with Sunday and ending with the following Saturday. This time frame was maintained to avoid differences in prices due to weekly coupons or specials. All data had to be collected within this week.

All prices were collected from the three McDonald's and Burger King locations within the week of March 7-13, 1994.

The food items were chosen because they were considered to be representative of the items most commonly purchased by the typical consumer. At the request of the Attorney General, the basket of items was chosen using a systematic, random method that resulted in enough items, varying in classification, to generally represent the specific store as a whole.

### Item Disqualification's

Several items were disqualified because they were considered to be "restaurant chain specific". Items such as the "Big Mac" and "Whopper" were excluded because they are specific to the individual chain. All items selected could be found at both the McDonald's and Burger King locations.

## Research Limitations

The six items were chosen under the direction of the Attorney General, incorporating their expertise and experience. They were selected by a market researcher who made efforts to choose items most commonly purchased.

## FINDINGS

**Finding #1** The raw data of menu items totals showed that the inner city location of Boston had the most expensive (at McDonald's) and the least expensive (at Burger King) food items of the restaurants sampled.

The average total cost for the menu items at McDonald's was $9.42. Burger King's average was $0.18 higher at $9.60.

| | McDonald's | | | Burger King | | |
|---|---|---|---|---|---|---|
| Item | Boston | Dorchester | Quincy | Boston | Dorchester | Quincy |
| 1 D. Cheeseburger | $2.10 | $2.02 | $2.10 | $1.99 | $1.99 | $1.99 |
| 2 Fish Sandwich | $1.70 | $1.68 | $1.59 | $1.95 | $1.89 | $1.89 |
| : : | : | : | : | : | : | : |
| : : | : | : | : | : | : | : |
| 6 Small Soda,16oz | $0.89 | $0.92 | $0.81 | $0.89 | $0.89 | $0.89 |
| **Total** | **$9.60** | $9.23 | $9.43 | $9.52 | **$9.64** | **$9.64** |
| **Chain Average** | **McDonald's** | **$9.42** | | **Burger King** | | **$9.60** |

*See Exhibit C1*

**Finding #2** Dorchester Burger King and Quincy Burger King were 4.44% more expensive than the Quincy McDonald's.

| Location | Price | Percent |
|---|---|---|
| Dorchester Burger King | $9.64 | 4.44% |
| Quincy Burger King | $9.64 | 4.44% |
| Boston McDonald's | $9.60 | 4.00% |
| Boston Burger King | $9.52 | 3.14% |
| Roxbury McDonald's | $9.43 | 2.16% |
| Quincy McDonald's | $9.23 | --- |

*See Exhibit C1*

**Finding #3** When comparing each of the three McDonald's locations, price differences ranged from $0.00 to $0.22. According to total dollar values, the poor do not pay more at Roxbury McDonald's compared to Boston. Compared to Quincy, Roxbury does pay more.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Roxbury vs. Quincy | $ 0.20 | Roxbury | 2.16% |
| Boston vs. Quincy | $ 0.37 | Boston | 4.00% |
| Boston vs. Roxbury | $ 0.17 | Boston | 1.80% |

*See Exhibit C2*

**Finding #4** When comparing each of the three Burger King locations, price differences ranged from $0.00 to $0.12. According to total dollar values, the poor pay more at Burger King as the Dorchester location was more expensive than the Boston location and as expensive at the Quincy location. The percentages by which Dorchester is more expensive however are relatively small.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Boston vs. Dorchester | $ 0.12 | Dorchester | 1.26% |
| Dorchester vs. Quincy | $ 0.00 | Same | 0.00% |
| Boston vs. Quincy | $ 0.12 | Quincy | 1.26% |

*See Exhibit C2*

**Finding #5** When comparing individual item prices between Boston's McDonald's and Roxbury's McDonald's locations, the poor do not pay more. Boston was more expensive in 3 out of the 6 items, or 50%. Roxbury was more expensive in the other three items, or 50%.

When comparing individual item prices between Boston's Burger King and Dorchester's Burger King locations, the same was true. Dorchester was more expensive in 2 out of the 4 items with price differences, or 50% of the higher priced items. Boston was more expensive for the other two items.

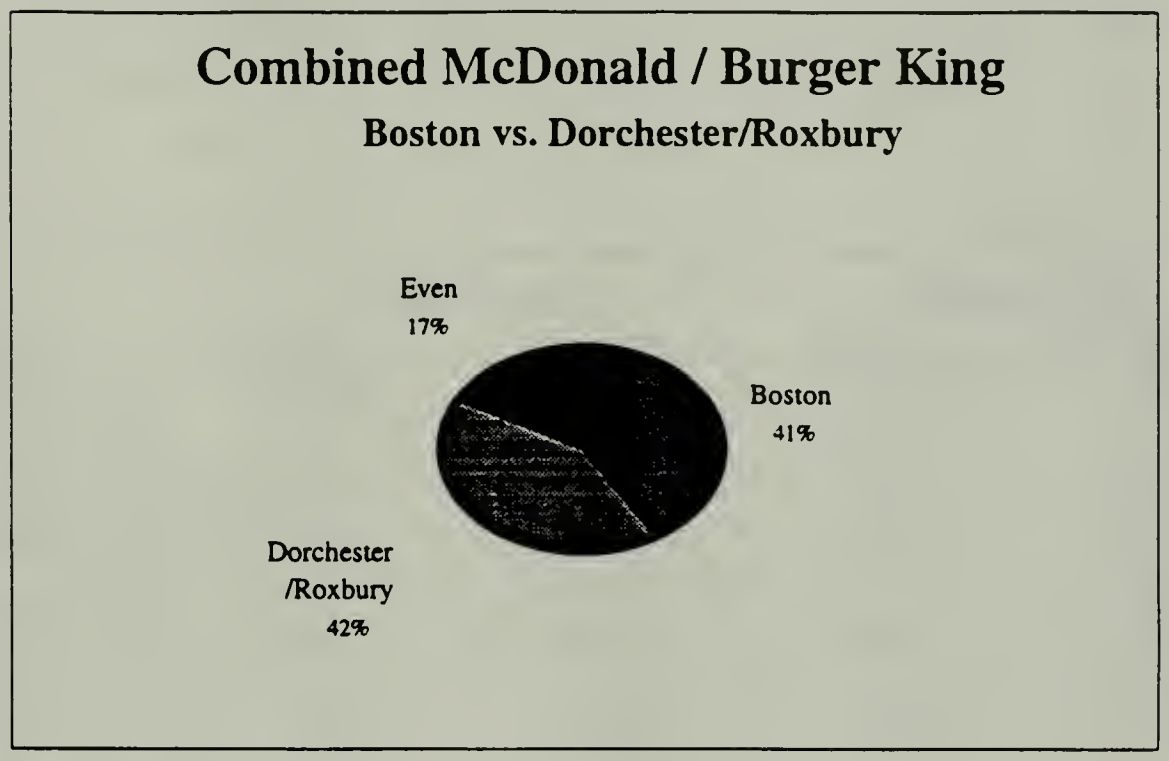
| | | McDonald's | | Burger King | |
|---|---|---|---|---|---|
| | Item | Boston | Roxbury | Boston | Dorchester |
| 1 | Dbl Chsbrgr | $2.10 | $2.02 | $1.99 | $1.99 |
| 2 | Fish Sndwch | $1.70 | $1.68 | $1.95 | $1.89 |
| 3 | Chicken Nuggets | $1.95 | $2.02 | $1.95 | $1.89 |
| 4 | Medium Fries | $1.07 | $1.12 | $0.95 | $0.99 |
| 5 | Large Shake | $1.89 | $1.67 | $1.79 | $1.99 |
| 6 | Small Soda | $0.89 | $0.92 | $0.89 | $0.89 |
| | **Total** | **3/6** | **3/6** | **2/6** | **2/6** |
| | **Percent** | **50%** | **50%** | **33%** | **33%** |

**At the McDonald's locations in Boston and Roxbury, all prices were different.**

**At the Boston and Dorchester Burger King locations, prices only differed on 4 out of the six total items. Of those four items, 2 higher priced menu items were found in Boston, 2 in Dorchester.**

*See Exhibit C2*

**Finding #6** In comparing the percentages of both McDonald's and Burger King menu items combined at either Boston or Dorchester, both locations ended up with 41.7% of menu items being higher priced than their competitor. 16% of the menu items remained the same (no difference).




*See Exhibit C3*

**Finding #8** When comparing individual item prices between the Quincy and Roxbury McDonald's locations, almost 67% of the items were priced higher at the Roxbury location. The poor is paying more.

When comparing individual item prices between Dorchester's Burger King location and Quincy's location, only two items were priced differently. The two higher priced items were divided: one in Dorchester, the other in Quincy.

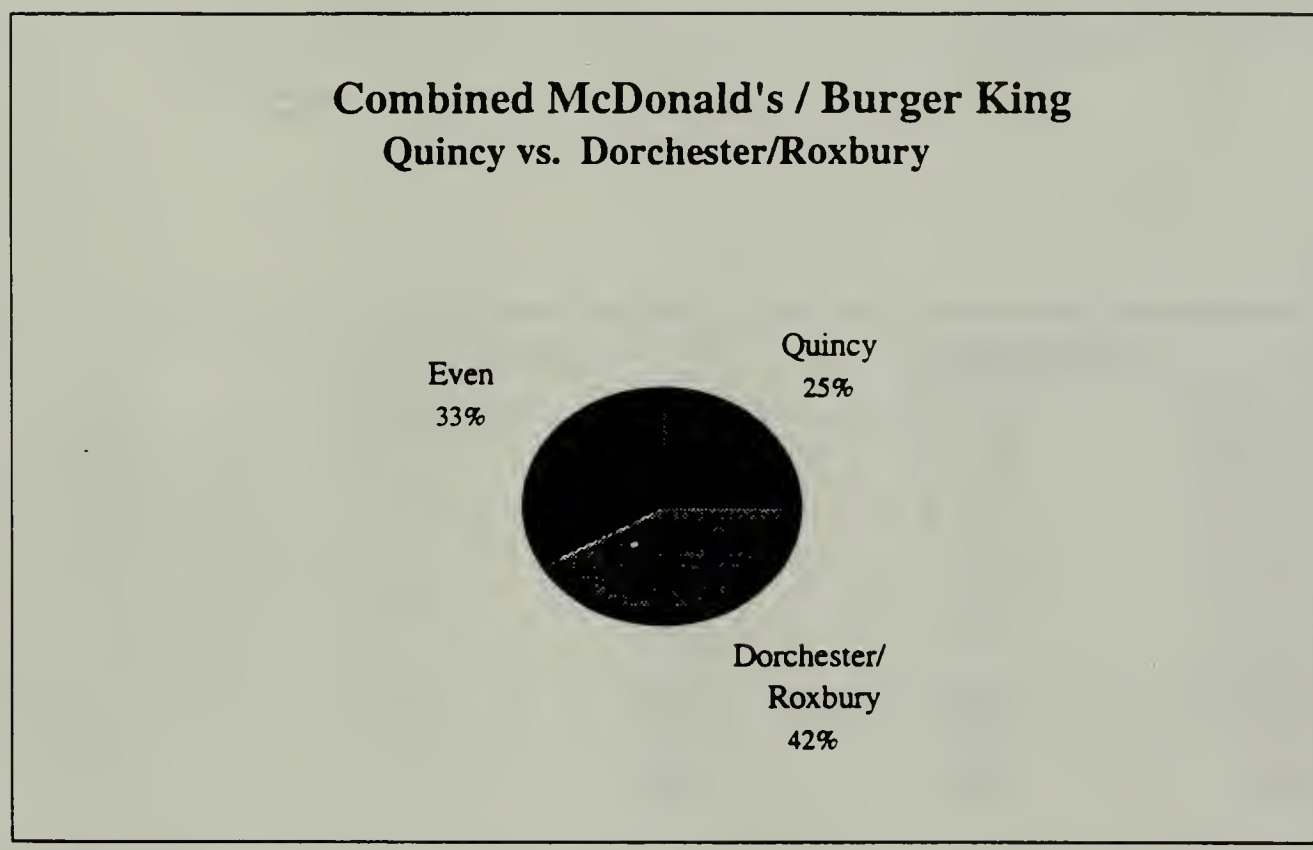
| | | McDonald's | | Burger King | |
|---|---|---|---|---|---|
| | **Item** | **Quincy** | **Roxbury** | **Quincy** | **Dorchester** |
| 1 | Dbl Chsbrgr | $2.10 | $2.02 | $1.99 | $1.99 |
| 2 | Fish Sndwch | $1.59 | $1.68 | $1.89 | $1.89 |
| 3 | Chicken Nuggets | $1.89 | $2.02 | $1.89 | $1.89 |
| 4 | Medium Fries | $1.05 | $1.12 | $1.09 | $0.99 |
| 5 | Large Shake | $1.79 | $1.67 | $1.89 | $1.99 |
| 6 | Small Soda | $0.81 | $0.92 | $0.89 | $0.89 |
| | **Total** | **2/6** | **4/6** | **1/6** | **1/6** |
| | **Percent** | **33%** | **.667%** | **.16%** | **.16%** |

**At the McDonald's locations mentioned above, all prices differed.**

**Only 2 out of the six menu items differed at the Burger King locations. Of these two items, one was priced higher in Quincy, the other in Dorchester.**

*See Exhibit C2*

**Finding #9** In comparing the percentages of both McDonald's and Burger King items combined being more expensive at either Dorchester or Quincy locations, 33% of the goods were priced the same. Of the remaining items, 42% were priced higher in the Dorchester/Roxbury location. 25% were higher in Quincy. In this case, the poor do appear to pay more.




*See Exhibit C3*

**Finding #10** When comparing individual item prices between Boston's McDonald's and Quincy McDonald's locations, 83% of the of the items were higher priced at the Boston locationş.

When comparing individual item prices between Boston's and Quincy's Burger King locations, only four out of the six items were priced higher. Of that four, two of the higher priced items were in Boston, the other two in Quincy.

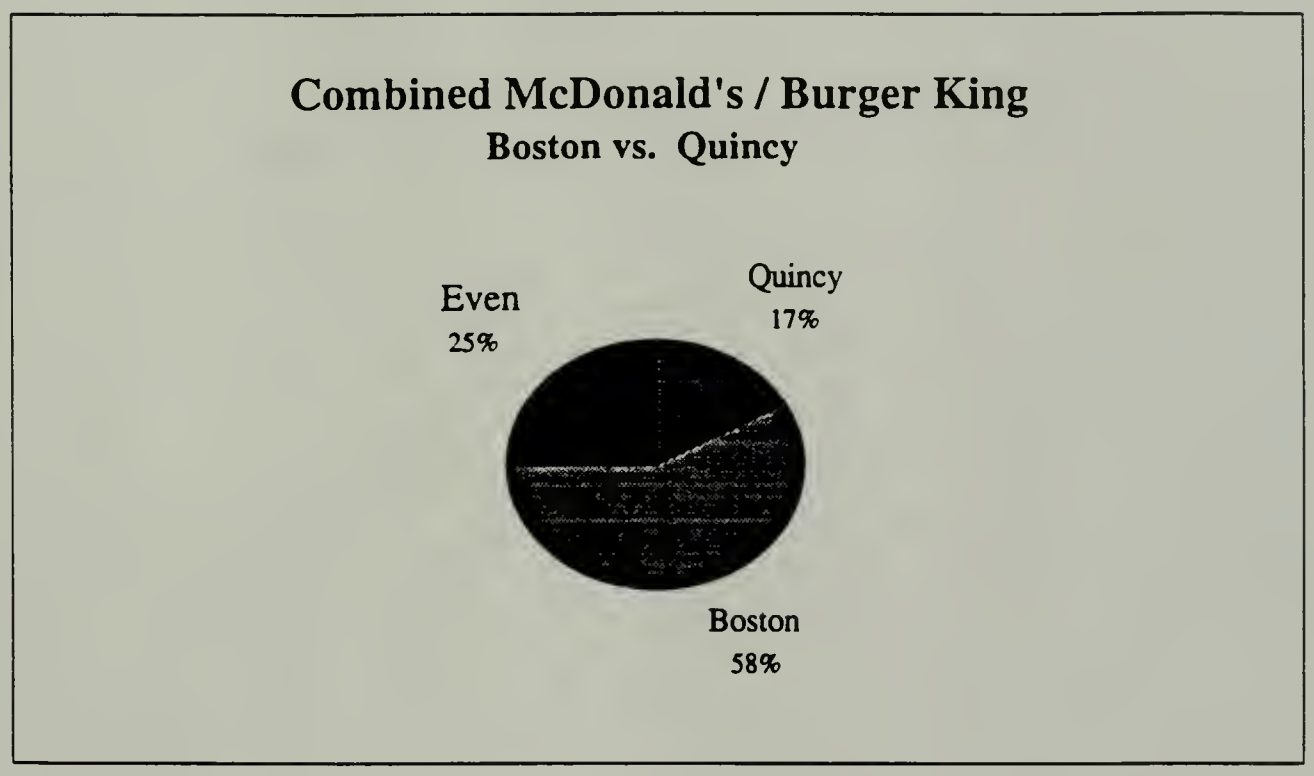
| | | McDonald's | | Burger King | |
|---|---|---|---|---|---|
| | Item | Boston | Quincy | Boston | Quincy |
| 1 | Dbl Chsbrgr | $2.10 | $2.10 | $1.99 | $1.99 |
| 2 | Fish Sndwch | $1.70 | $1.59 | $1.95 | $1.89 |
| 3 | Chicken Nuggets | $1.95 | $1.89 | $1.95 | $1.89 |
| 4 | Medium Fries | $1.07 | $1.05 | $0.95 | $1.09 |
| 5 | Large Shake | $1.89 | $1.79 | $1.79 | $1.89 |
| 6 | Small Soda | $0.89 | $0.81 | $0.89 | $0.89 |
| | **Total** | **5/6** | **0/6** | **2/6** | **2/6** |
| | **Percent** | **83%** | **0%** | **.33%** | **.33%** |

**All items except for one (where the prices were the same), were priced higher at the Boston McDonald's locations.**

**At the Boston and Quincy Burger King locations, 4 out of the six items were higher priced: 2 in Boston, 2 in Quincy.**

*See Exhibit C2*

**Finding #11** In comparing the percentages of items being more expensive at either Boston or Quincy, only 25% of the items were priced the same. Of the remaining items, 58% of the items were priced higher in Boston.




*See Exhibit C3*

Convenience Stores Methodology & Findings (4)

# CONVENIENCE STORES

## METHODOLOGY

### Sampling

In order to reach the research objective, two convenience store chains were selected since they were found to meet the requirements. The requirements were that a) the store chains had to carry the same company name, b) profess to carry the same goods with the same quality, and c) operate under the same procedures. In addition, the convenience stores selected had to have locations in the three specific areas described in the research objectives. Two convenience store chains were researched to illustrate that the findings were not due to the individual store chain, but rather the change in location. Once the stores and items were selected, they had to be approved by the Attorney General's Office.

Given this criteria, Store 24 and L'il Peach locations were selected using a 1994 NYNEX White Pages telephone listing. Only two convenience store chains were selected due to time restrictions. These stores were then approved by the Attorney General's Office.

### Data Gathering

Upon approval, the six stores were visited within a one week time period, beginning with Sunday and ending with the following Saturday. This time frame was maintained to avoid differences in prices due to weekly coupons or specials. All data had to be collected within this week.

All prices were collected from the three Store 24 and L'il Peach locations within the week of March 7-13, 1994.

The shopping basket of items was chosen because the goods were considered to be representative of the items most commonly purchased by the typical consumer. At the request of the Attorney General, the basket of items was chosen using a systematic, random method that resulted in enough items, varying in classification, to generally represent the specific store as a whole.

### Item Disqualification

No items were disqualified from the shopping basket of goods.

### Research Limitations

The six items were chosen under the direction of the Attorney General, incorporating their expertise and experience. They were selected by a market researcher who made efforts to choose items most commonly purchased.

## FINDINGS

**Finding #1** The raw data of menu items totals showed that the inner city location of Boston had the most expensive (at Store 24) and the 2nd most expensive (at L'il Peach) shopping basket of goods sampled. For the L'il Peach chain, customers in Roxbury paid the most.

The average total cost for the menu items at Store 24 was $13.24
L'il Peach's average was $1.81 lower at $11.43.

| | | Store 24 | | | L'il Peach | | |
|---|---|---|---|---|---|---|---|
| | Item | Boston | Dorchester | Quincy | Boston | Roxbury | Quincy |
| 1 | Chkn Ndl Soup | $0.99 | $0.99 | $0.99 | $1.19 | $0.89 | $1.09 |
| 2 | Grade A Eggs | $1.49 | $1.25 | $1.45 | $1.19 | $1.39 | $1.39 |
| : | : | : | : | : | : | : | : |
| : | : | : | : | : | : | : | : |
| 7 | Condoms | $2.99 | $2.99 | $2.99 | $2.89 | $2.79 | $2.59 |
| **Total** | | **$13.33** | $13.29 | $13.09 | $11.53 | **$11.63** | $11.13 |
| **Chain Average** | | **Store 24** | **$13.24** | | **L'il Peach** | **$11.43** | |

*See Exhibit C1*

**Finding #2** The most expensive Store 24 was found in Boston. For the L'il Peach locations, Roxbury was the most expensive.

| Store 24 | | L'il Peach | |
|---|---|---|---|
| Location | Price | Location | Price |
| Boston | $13.33 | Roxbury | $11.63 |
| Roxbury | $13.29 | Boston | $11.53 |
| Quincy | $13.09 | Quincy | $11.13 |

*See Exhibit C1*

**Finding #3** For both of the convenience store chains, the Boston and Roxbury locations were the most expensive.

| Location | Price | Percent |
|---|---|---|
| Boston Store 24 | $13.33 | 19.76% |
| Roxbury Store 24 | $13.29 | 19.40% |
| Quincy Store 24 | $13.09 | 17.61% |
| Roxbury L'il Peach | $11.63 | 4.49% |
| Boston L'il Peach | $11.53 | 3.59% |
| Quincy L'il Peach | $11.13 | --- |

*See Exhibit C1*

**Finding #4** When comparing each of the three Store 24 locations, price differences ranged from $0.20 to $0.24. According to total dollar values, the poor do not pay more at any location when compared to Boston. Compared to Quincy, Dorchester does pay more.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Dorchester vs. Quincy | $ 0.20 | Dorchester | 1.52% |
| Boston vs. Quincy | $ 0.24 | Boston | 1.83% |
| Boston vs. Dorchester | $ 0.04 | Boston | .30% |

*See Exhibit C2*

**Finding #5** When comparing each of the three L'il Peach locations, price differences ranged from $0.10 to $0.50. According to total dollar values, the poor do pay more when shopping at L'il Peach locations.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Boston vs. Dorchester | $ 0.10 | Dorchester | 0.86% |
| Dorchester vs. Quincy | $ 0.50 | Dorchester | 4.49% |
| Boston vs. Quincy | $ 0.40 | Boston | 3.599% |

*See Exhibit C2*

**Finding #6** When comparing individual item prices between the Boston and Dorchester locations of Store 24, there were not any major price differences. In fact, 6 out of the 7 items had the exact same prices at the two locations.

When comparing individual item prices between the Boston and Dorchester L'il Peach locations, two items were priced the same. The other five were found to be divided between the locations.

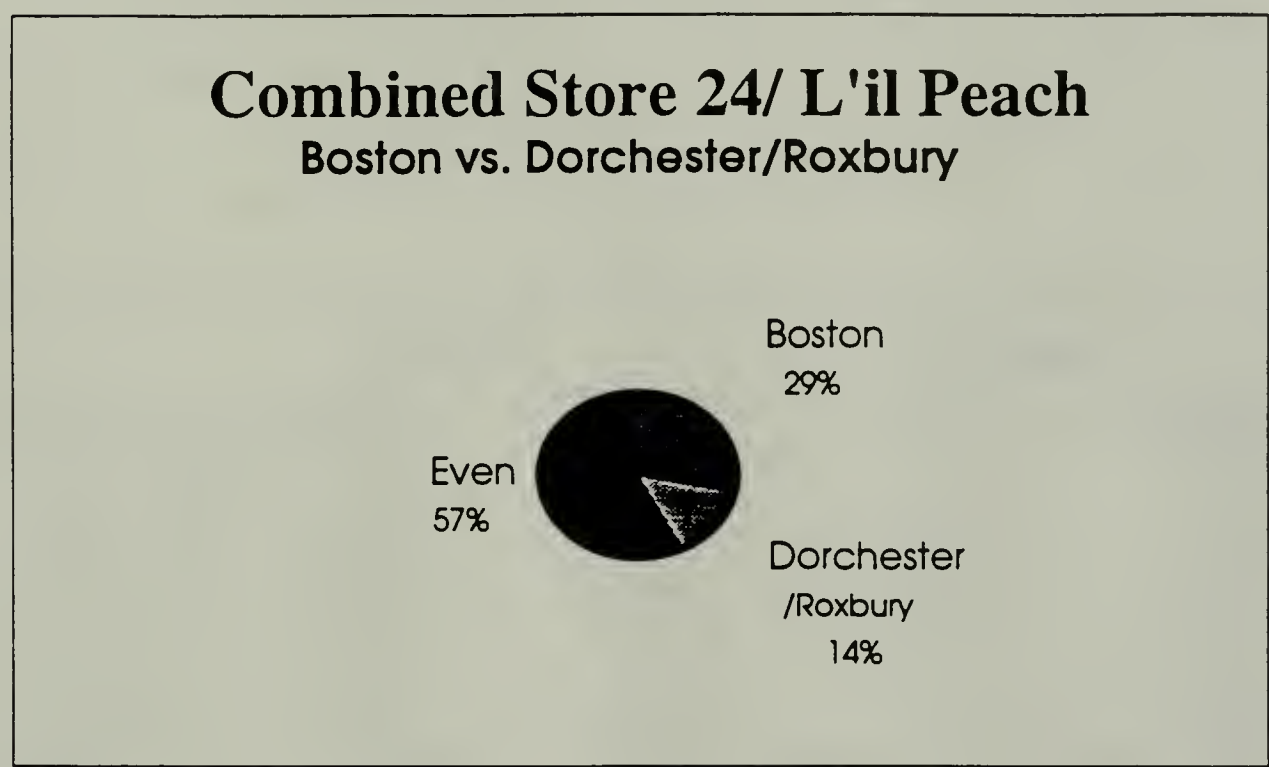
| | | Store 24 | | L'il Peach | |
|---|---|---|---|---|---|
| | Item | Boston | Dorchester | Boston | Dorchester |
| 1 | Chkn Ndl Soup | $0.99 | $0.99 | $1.19 | $1.09 |
| 2 | Grade A Eggs | $1.49 | $1.45 | $1.19 | $1.39 |
| 3 | Orange Juice | $2.99 | $2.99 | $1.59 | $1.99 |
| 4 | Whole Milk | $0.99 | $0.99 | $0.99 | $0.99 |
| 5 | 2L Pepsi | $1.79 | $1.79 | $1.79 | $1.69 |
| 6 | Toothpaste | $2.09 | $2.09 | $1.89 | $1.89 |
| 7 | Condoms | $2.99 | $2.99 | $2.89 | $2.59 |
| | **Total** | **1/7** | **0/7** | **3/7** | **2/7** |

**At the Store 24 locations, only one item out of the shopping basket was priced differently. In that case, the higher priced item was found in Boston.**

**At the L'il Peach location, 5 out of the seven items were priced differently: 2 higher priced goods were found in Dorchester, the other three in Boston.**

*See Exhibit C2*

**Finding #7** In comparing the percentages of both the Store 24 and L'il Peach, 57% of the products were priced the same. The remaining 43% was divided, with 29% of the higher priced remaining goods in Boston and 14% in Dorchester/Roxbury.




*See Exhibit C2*

**Finding #8** When comparing the individual items at the Quincy and Dorchester Store 24 locations, most of the items were priced the same, except for one higher priced item in Dorchester.

When the shopping basket of items was compared at the L'il Peach locations, Dorchester had 3 out of the seven items priced higher than Quincy.

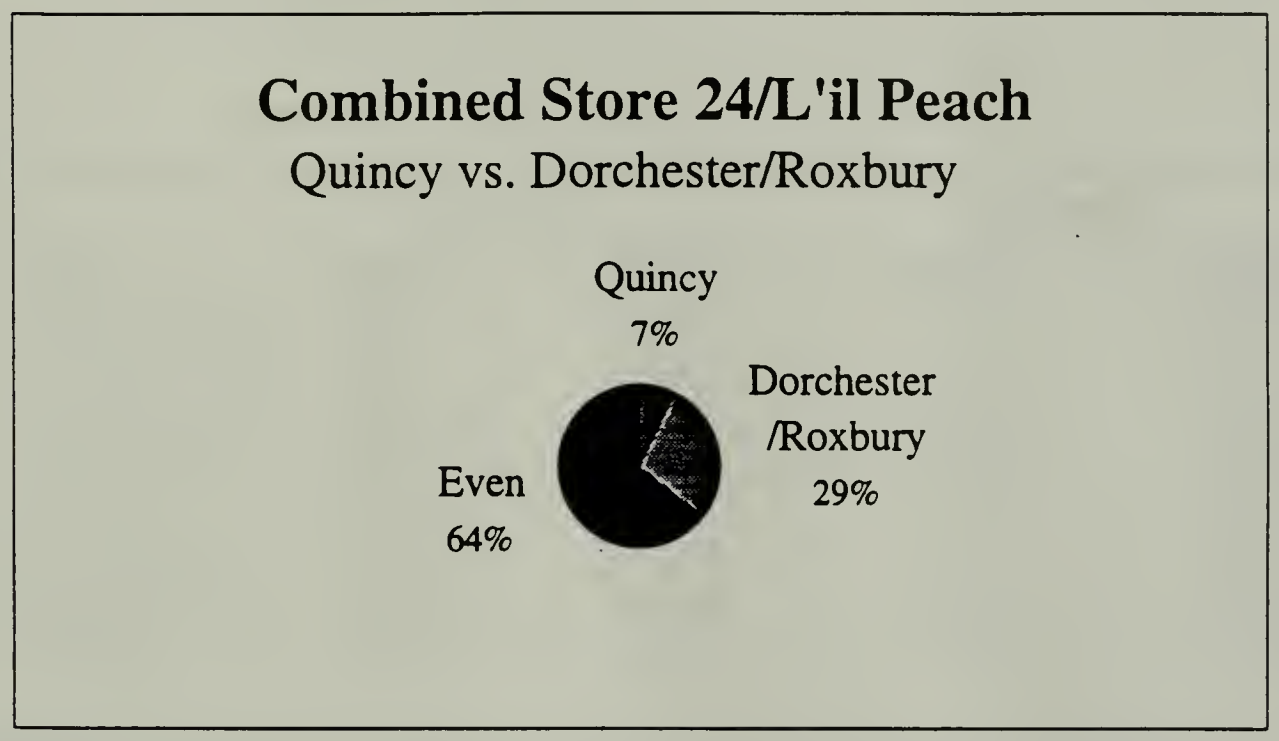
| | | Store 24 | | L'il Peach | |
|---|---|---|---|---|---|
| | Item | Quincy | Dorchester | Quincy | Dorchester |
| 1 | Chkn Ndl Soup | $0.99 | $0.99 | $0.89 | $1.09 |
| 2 | Grade A Eggs | $1.25 | $1.45 | $1.39 | $1.39 |
| 3 | Orange Juice | $2.99 | $2.99 | $1.59 | $1.99 |
| 4 | Whole Milk | $0.99 | $0.99 | $0.89 | $0.99 |
| 5 | 2L Pepsi | $1.79 | $1.79 | $1.69 | $1.69 |
| 6 | Toothpaste | $2.09 | $2.09 | $1.89 | $1.89 |
| 7 | Condoms | $2.99 | $2.99 | $2.79 | $2.59 |
| | **Total** | **0/7** | **1/7** | **1/7** | **3/7** |

**At the Store 24 locations, only one item out of the shopping basket was priced differently. In that case, the higher priced item was found in Dorchester.**

**At the L'il Peach location, 4 out of the seven items were priced differently: 1 higher priced good was found in Quincy, the other three in Dorchester.**

*SeeExhibit C3*

**Finding #9** In comparing the percentages of both Store 24 and L'il Peach items, 64% of the items were priced the same at the locations. However, of the remaining items, almost 30% of other items were priced higher at the Dorchester/Roxbury locations. Quincy only had 7% of the higher priced items. This shows that, in this case, the poor does pay more.




*See Exhibit C3*

**Finding #10** When comparing individual item prices between Boston's and Quincy's Store 24 locations, all items were priced the same except for one higher priced item in Boston.

At the L'il Peach locations in Boston and Quincy, 5 out of the seven items were priced differently. Of those five items, four of the higher priced goods could be found in Boston, the other in Quincy.

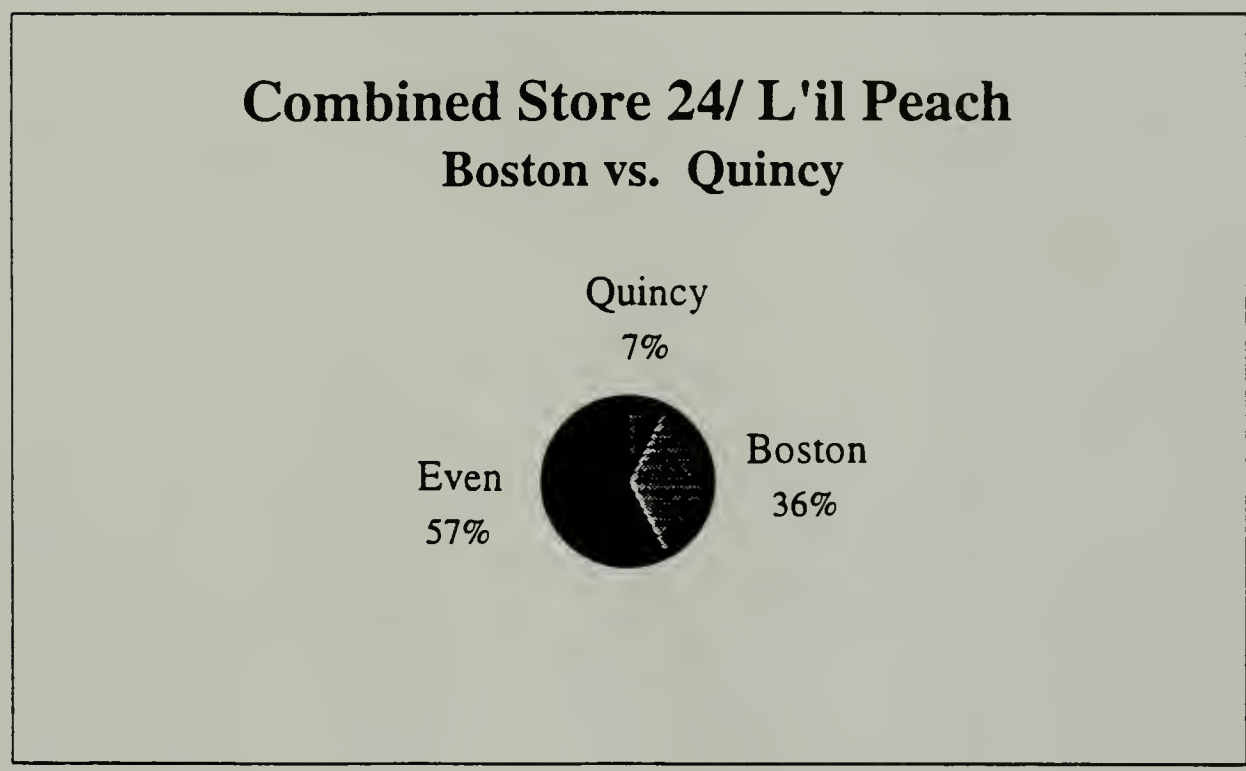
| | | Store 24 | | L'il Peach | |
|---|---|---|---|---|---|
| | Item | Boston | Quincy | Boston | Quincy |
| 1 | Chkn Ndl Soup | $0.99 | $0.99 | $1.19 | $0.89 |
| 2 | Grade A Eggs | $1.49 | $1.25 | $1.19 | $1.39 |
| 3 | Orange Juice | $2.99 | $2.99 | $1.59 | $1.59 |
| 4 | Whole Milk | $0.99 | $0.99 | $0.99 | $0.89 |
| 5 | 2L Pepsi | $1.79 | $1.79 | $1.79 | $1.69 |
| 6 | Toothpaste | $2.09 | $2.09 | $1.89 | $1.89 |
| 7 | Condoms | $2.99 | $2.99 | $2.89 | $2.79 |
| | **Total** | **1/7** | **0/7** | **4/7** | **1/7** |

**At the Store 24 locations, only one item out of the shopping basket was priced differently. In that case, the higher priced item was found in Boston.**

**At the L'il Peach location, 5 out of the seven items were priced differently: 1 higher priced good was found in Quincy, the other four in Boston.**

*See Exhibit C4*

**Finding #11** In comparing the percentages of items being more expensive at either Boston or Quincy, 57% of the items were the same price. Of the remaining items, 36% were higher at the Boston location, while only 7% was higher at the Quincy location.




*See Exhibit C4*

Drug Stores Methodology & Findings (5)

# DRUG STORES

## METHODOLOGY

### Sampling

In order to reach the research objective, drug stores to be selected had to meet certain requirements. In order to show that findings were not credited as solely store chain dependent, at least two drug store chains were needed in the sample . These drug stores had to carry the same company name, profess to carry the same goods, same quality, and run under the same operating procedures. The drug store chain selected had to have store locations in the three specific areas described in the research objective. Once stores were selected, they had to be approved by the Attorney General's Office.

Given these criteria, Osco and CVS were selected by the use of a 1994 NYNEX White Pages telephone listing, which showed drug store locations facilitating the requirement of locations in the specified areas. In the search for sample stores other drug stores were excluded as they did not have locations in the three areas. Only two drug stores were selected due to time and convenience restrictions. These drug stores were then approved by the Attorney General's Office.

### Data Gathering

Upon approval, the six stores were to be visited within one week's time beginning with Sunday and ending with the following Saturday. This time frame was maintained to avoid differences in prices due to weekly coupons or specials. Most coupon advertisements found in local newspapers run from Sunday though Saturday of a given week. All data collection had to be conducted within this week.

All prices were collected from both CVS and Osco in the three locations within the week of January 23-30, 1994.

Item selection was to be carried out in a way that would result in a typical shopping basket of goods of a consumer. At the request of the Attorney General, the shopping basket of goods was to be chosen in a systematic, random method that would result in enough items, varying in classification, to generally represent that store on a whole.

On January 23, 1994, at the Boson CVS location items were selected as the sample shopping basket. The Boston location was chosen as it was perceived to be the smallest of the six stores. This was done in hopes of minimizing the chance of an item not being found at the other five locations.

These items were chosen in a simple, systematically random fashion. The number of items to be selected was divided by the number of isles or counters in the Boston CVS store. Then approximately that number of items was chosen on each isle or counter. When

choosing an item, the entire isle or counter was quickly reviewed by the data collector, and a simple judgment of which three items would be most commonly purchased was made. This final list was then reviewed by the Attorney General's office, and after minor modifications to insure a more representative sample, a list of 20 items was finalized as the drug store shopping basket sample.

**Research Limitations**

The twenty items selected were selected by a market researcher who made efforts to choose which items would best represent a commonly purchased shopping basket of items. They were chosen in a systematic manner under the direction of the Attorney General, incorporating their expertise, and experience.

## FINDINGS

Finding #1 The raw data of shopping basket totals showed that the poorer location of Dorchester had both the most expensive (at Osco) and the least expensive (at CVS) shopping baskets of stores sampled.

The average total cost for the shopping basket at CVS was $61.61. Osco's average was $1.04 higher at $62.65.

| | | CVS | | | Osco | | |
|---|---|---|---|---|---|---|---|
| | **Item** | **Boston** | **Dorchester** | **Quincy** | **Boston** | **Dorchester** | **Quincy** |
| 1 | Antacid | $4.49 | $4.39 | $4.49 | $4.69 | $4.59 | $4.69 |
| 2 | Baby Oil | $4.29 | $3.99 | $4.29 | $4.29 | $4.59 | $4.29 |
| : | : | : | : | : | : | : | : |
| : | : | : | : | : | : | : | : |
| 19 | Tape | $.89 | $2.69 | $2.87 | $2.99 | $3.09 | $2.99 |
| 20 | Trash Bags | $2.19 | $2.19 | $2.19 | $2.37 | $2.19 | $2.19 |
| **Total** | | $61.61 | **$60.60** | $62.63 | $62.24 | **$63.14** | $62.56 |
| **Chain Average** | | **CVS** | **$61.61** | | **Osco** | **$62.65** | |

*See Exhibit B1*

Finding #2 Dorchester Osco was 4.19% more expensive than Dorchester CVS.

| Location | Price | Percent |
|---|---|---|
| Dorchester Osco | $63.14 | 4.19% |
| Quincy CVS | $62.63 | 3.35% |
| Quincy Osco | $62.56 | 3.23% |
| Boston Osco | $62.24 | 2.71% |
| Boston CVS | $61.61 | 1.67% |
| Dorchester CVS | $60.60 | --- |

*See Exhibit B1*

Finding #3 When comparing each of the three CVS locations, price differences ranged from $2.03 to $1.01. According to total dollar values, the poor do not pay more at Dorchester CVS as it was not once found to be the most expensive.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Dorchester vs. Quincy | $ 2.03 | Quincy | 3.35% |
| Boston vs. Quincy | $ 1.02 | Quincy | 1.66% |
| Boston vs. Dorchester | $ 1.01 | Boston | 1.67% |

*See Exhibit B2*

Finding #4 When comparing each of the three Osco locations, price differences ranged from $ .90 to $ .32. According to total dollar values, the poor do pay more at Osco as the Dorchester location was more expensive than both the Boston and Quincy locations, but the percentages by which Dorchester is more expensive are relatively small.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Boston vs. Dorchester | $ .90 | Dorchester | 1.45% |
| Dorchester vs. Quincy | $ .58 | Dorchester | .93% |
| Boston vs. Quincy | $ .32 | Quincy | .51% |

*See Exhibit B2*

Finding #5 When comparing individual item prices between Boston's CVS and Dorchester's CVS locations, the poor do not pay more. Boston was more expensive in 10 out of the 20 items, or 50%. Dorchester was more expensive only in 2, or 10%.

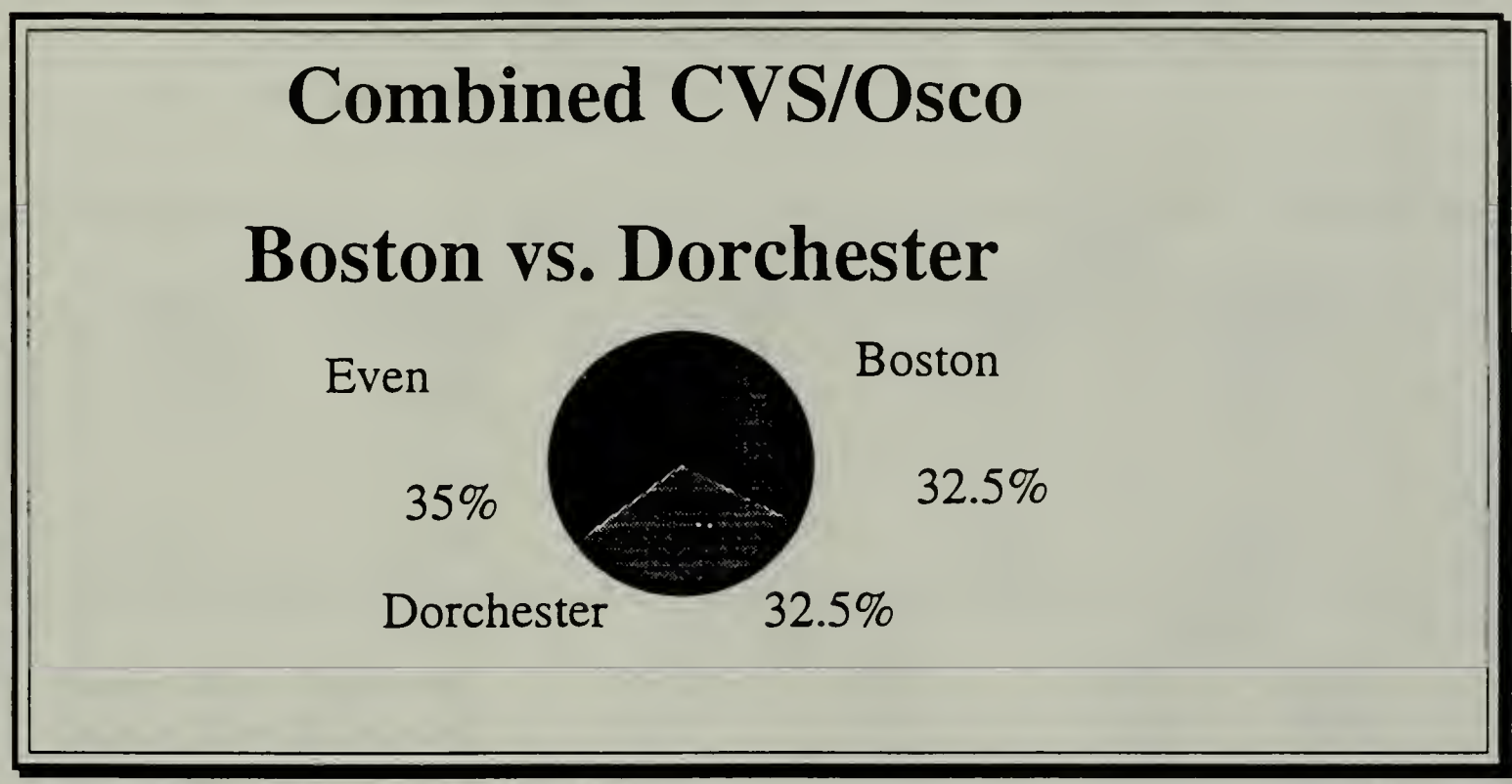
When comparing individual item prices between Boston's Osco and Dorchester's Osco locations, the poor do pay more. Dorchester was more expensive in 11 out of the 20 items, or 55%. Boston was more expensive in only 3, or 15%.

| | | CVS | | Osco | |
|---|---|---|---|---|---|
| | **Item** | **Boston** | **Dorchester** | **Boston** | **Dorchester** |
| 1 | Antacid | **$4.49** | $4.39 | **$4.69** | $4.59 |
| 2 | Baby Oil | **$4.29** | $3.99 | $4.29 | **$4.59** |
| : | : | : | : | : | : |
| : | : | : | : | : | : |
| 19 | Tape | $ .89 | $ .89 | $ .89 | **$ .93** |
| 20 | Trash Bags | $2.19 | $2.19 | **$2.37** | $2.19 |

| | CVS | | Osco | |
|---|---|---|---|---|
| **Boston More Expensive** | **=10/20** | **50%** | **3/20** | **15%** |
| **Dorchester More Expensive** | **=2/20** | **10%** | **11/20** | **55%** |
| **No Difference** | **=8/20** | **40%** | **6/20** | **30%** |

*See Exhibit B2*

Finding #6 In comparing the percentages of both CVS and Osco items combined being more expensive at either Boston or Dorchester, the margins showing if the poor pay more at each location cancel each other out becoming even. Both Boston and Dorchester ended up with 32.5% of shopping basket items being higher priced than their competitor. 35% of the items remained the same.




*See Exhibit B3*

Finding #7 When comparing individual item prices between Dorchester's CVS and Quincy's CVS locations, the poor do pay more. Dorchester was more expensive in 10 out of the 20 items, or 50%. Quincy was more expensive in only 2, or 10%.

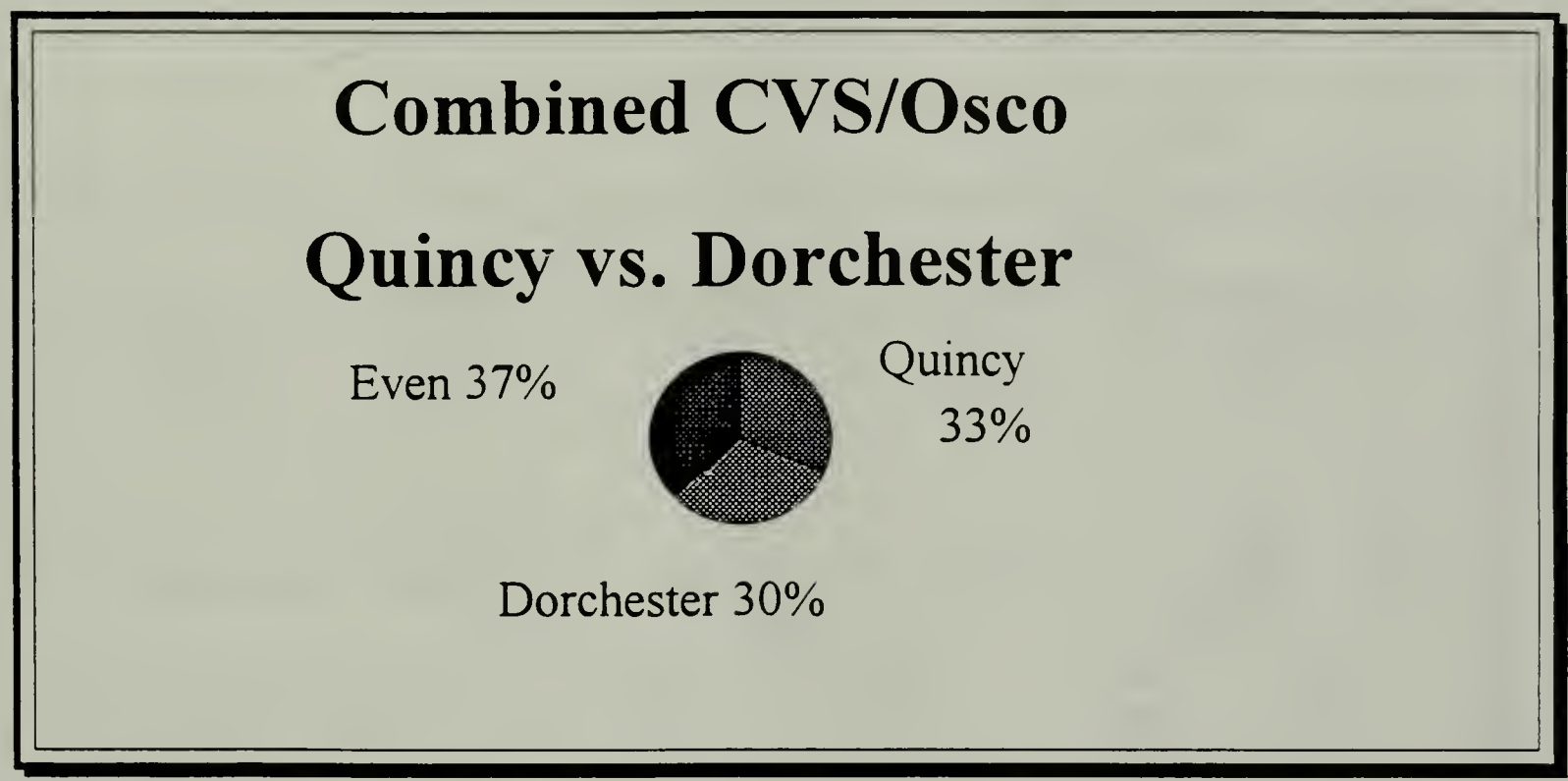
When comparing individual item prices between Dorchester's Osco and Quincy's Osco locations, the poor do not pay more. Quincy was more expensive in 10 out of the 20 items, or 50%. Dorchester was more expensive in only 3, or 15%.

| | | CVS | | Osco | |
|---|---|---|---|---|---|
| | **Item** | **Dorchester** | **Quincy** | **Dorchester** | **Quincy** |
| 1 | Antacid | **$4.59** | $4.49 | $4.69 | **$4.79** |
| 2 | Baby Oil | $4.29 | $4.29 | $4.29 | **$4.39** |
| : | : | : | : | : | : |
| : | : | : | : | : | : |
| 19 | Tape | **$ 99** | $ .89 | $ .89 | **$ .93** |
| 20 | Trash Bags | $2.19 | $2.19 | **$2.37** | $2.19 |

| | CVS | | Osco | |
|---|---|---|---|---|
| **Boston More Expensive** | **=10/20** | **50%** | **3/20** | **15%** |
| **Quincy More Expensive** | **=2/20** | **10%** | **11/20** | **55%** |
| **No Difference** | **=8/20** | **40%** | **6/20** | **30%** |

*See Exhibit B2*

Finding #8 In comparing the percentages of both CVS and Osco items combined being more expensive at either Dorchester or Quincy, once again as was with Boston/Dorchester, the margins showing if the poor pay more at each location cancel each other out becoming almost even. Dorchester ended up with 30% of shopping basket items being higher priced than Quincy. Quincy ended up with 33% of its items being higher priced than Dorchester. 37% of the items remained the same prices.




*See Exhibit B3*

Finding #9 When comparing individual item prices between Boston's CVS and Quincy's CVS locations, these two locations proved to be virtually equal. Boston was more expensive in only 2 out of the 20 items, or 10%. Quincy was more expensive in only 1, or 5%.

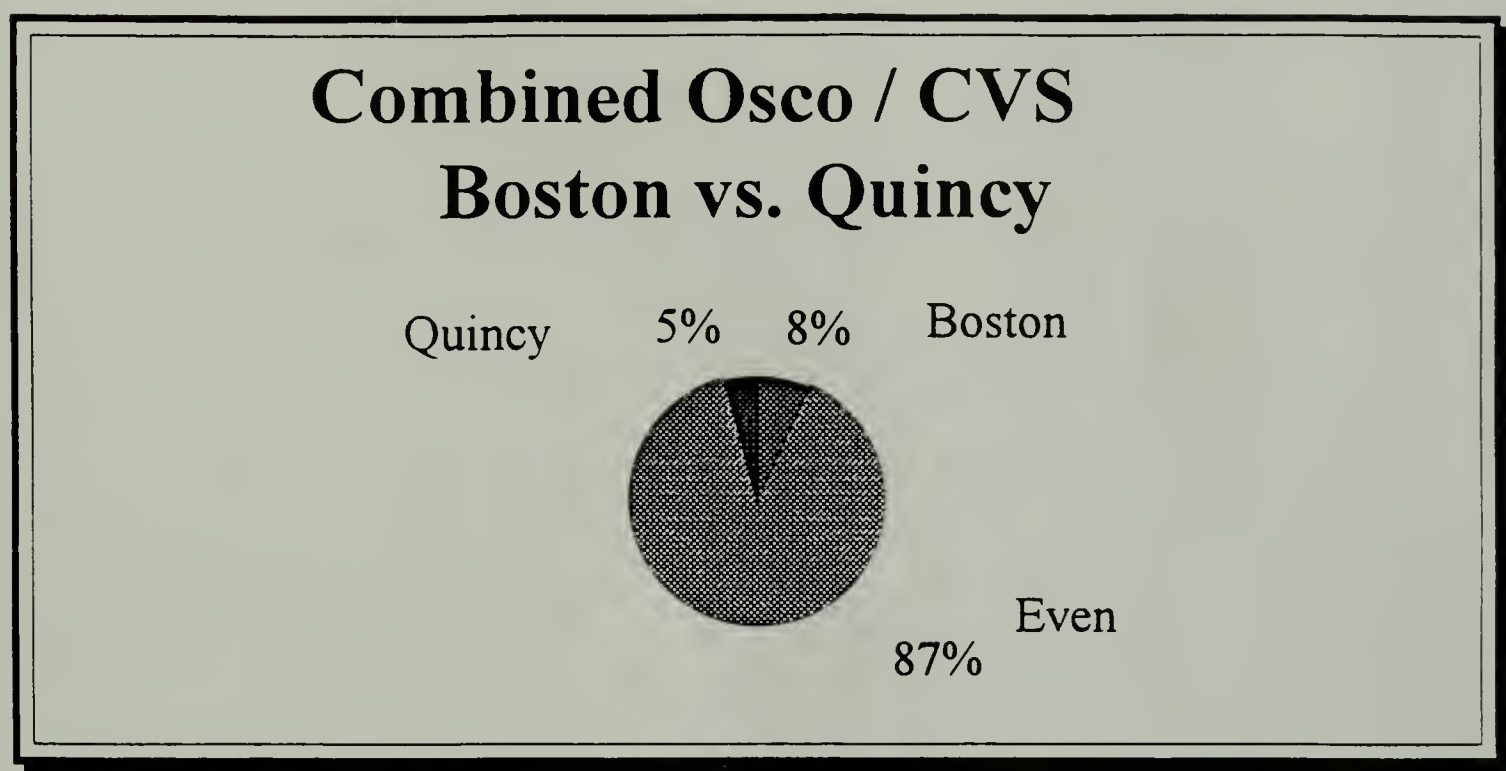
When comparing individual item prices between Boston's Osco and Quincy's Osco locations, once again the locations were virtually equal. Both locations had only 1 item being more expensive than its competitor, or 10% each.

| | | CVS | | Osco | |
|---|---|---|---|---|---|
| | **Item** | **Boston** | **Quincy** | **Boston** | **Quincy** |
| 1 | Antacid | $4.39 | **$4.49** | $4.59 | **$4.69** |
| 2 | Baby Oil | $3.99 | **$4.29** | **$4.59** | $4.29 |
| : | : | : | : | : | : |
| : | : | : | : | : | : |
| 19 | Tape | $ .89 | $ .89 | **$ .93** | $ .89 |
| 20 | Trash Bags | $2.19 | $2.19 | $2.19 | $2.19 |

| | CVS | | Osco | |
|---|---|---|---|---|
| **Boston More Expensive** | **=2/20** | **10%** | **1/20** | **5%** |
| **Quincy More Expensive** | **=1/20** | **5%** | **1/20** | **5%** |
| **No Difference** | **=17/20** | **85%** | **18/20** | **90%** |

*See Exhibit B2*

Finding #10 In comparing the percentages of items being more expensive at either Boston or Quincy, 87% of the items were the same price with the remaining being almost equally split by the two locations.




*See Exhibit B3*

Gas Stations Methodology & Findings (6)

# GAS STATIONS

## METHODOLOGY

### Sampling

In selecting our subjects for the Gas Station section of our project, we referred to the 1994 NYNEX Yellow Pages and selected Gas Station chains that operated in our target areas (Boston, Dorchester,Braintree). The target areas were selected based on the guidelines set forth by the Assistant Attorney General.

After determining the alternatives for our sample subjects, we subsequently chose Shell and Exxon. Each Gas Station chain operates stores in our target areas and each met our criteria for choosing a sample subject. Our selections were then submitted to the Attorney General's Office for approval.

### Data Gathering

After receiving approval, the six gas stations were visited during the same week. Time of visitation and the dates were carefully planned to insure that all the visits occurred within one **pricing cycle** (one week). After speaking with the station managers, we determined that the typical pricing cycle occurs Sunday through Saturday of each week.

Accordingly, all prices were collected from Shell and Exxon in one week -- week ending March 12.

The items for our sample were selected based on typical octane levels. That is, we chose gas products purchased most frequently or octane levels that would represent a "typical" consumer purchase.

### Item Disqualification

Gas stations were disqualified based on two criteria; first, if they were not self-service (all gas stations selected were self-service), and; second, if they did not carry the appropriate gas products, that is if the octane levels did not correspond to our initial criteria.

# Comparison by Location Quantified

**Boston vs. Dorchester/ Roxbury**

| | Boston more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| Sunoco | 1 | 0 | 2 | 3 |
| Shell | 1 | 1 | 1 | 3 |
| Total | **2** | **1** | **3** | 6 |
| Percent | **33.3%** | **16.7%** | **50.0%** | 100.0% |

**Boston vs. Quincy**

| | Boston more Expensive | No Difference | Quincy more Expensive | Total |
|---|---|---|---|---|
| Sunoco | 2 | 0 | 1 | 3 |
| Shell | 1 | 0 | 2 | 3 |
| Total | **3** | **0** | **3** | 6 |
| Percent | **50.0%** | **0.0%** | **50.0%** | 100.0% |

**Quincy vs. Dorchester/ Roxbury**

| | Quincy more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| Sunoco | 0 | 3 | 0 | 3 |
| Shell | 3 | 0 | 0 | 3 |
| Total | **3** | **3** | **0** | 6 |
| Percent | **50.0%** | **50.0%** | **0.0%** | 100.0% |

*Exhibit A3*

Overall Findings (7)

## OVERALL FINDINGS

Finding #1 The raw data of all shopping basket totals showed that the poorer location Dorchester had the most expensive shopping cart priced at $359.92.

**All Shopping Cart Items**

| | Item | Boston | Dorchester | Quincy |
|---|---|---|---|---|
| 1 | Antacid | $4.49 | $4.39 | $4.49 |
| 2 | Baby Oil | $4.29 | $3.99 | $4.29 |
| : | : | : | : | : |
| : | : | : | : | : |
| 157 | Baby Food | $.75 | $.79 | $.79 |
| 158 | Diapers | $8.99 | $8.99 | $8.99 |
| | **Total** | $357.21 | **$359.92** | $354.31 |

*See Exhibit D1*

Finding #2 When comparing price differences of the total shopping cart lists combined, price differences ranged from $5.61 to $2.71. According to total dollar values, the poor pay more in Dorchester as it was .76% more expensive than Boston and 1.58% more expensive than Quincy; but the percentages by which Dorchester is more expensive however are relatively small.

| Location | Price Difference | Most Expensive | Percent |
|---|---|---|---|
| Dorchester vs. Quincy | $ 5.61 | Dorchester | 1.58% |
| Boston vs. Quincy | $ 2.90 | Boston | .82% |
| Boston vs. Dorchester | $ 2.71 | Dorchester | .76% |

*See Exhibit D1*

Finding #3 When comparing all individual item prices between Boston and Dorchester the poor pay more. Dorchester was more expensive in 59 out of the 158 items. Boston was more expensive in 51. 48 of all items were found to be the same price.

**All Shopping Cart Items**

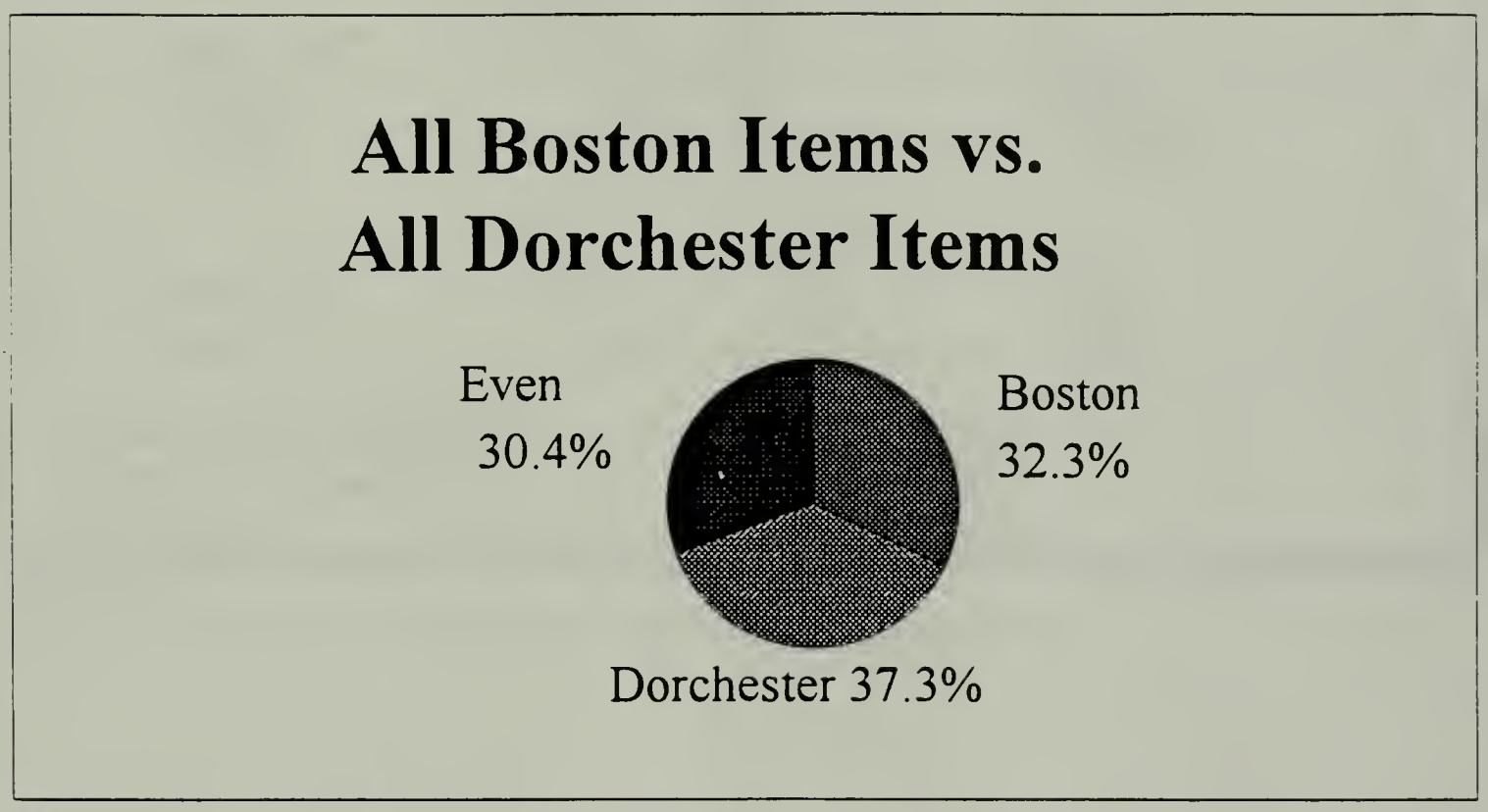
| | Item | Boston | Dorchester |
|---|---|---|---|
| 1 | Antacid | **$4.59**** | $4.49 |
| 2 | Baby Oil | $4.09 | **$4.44** |
| : | : | : | : |
| : | : | : | : |
| 157 | Baby Food | $ .72 | **$ .74** |
| 158 | Diapers | $8.99 | $8.99 |

| | | | |
|---|---|---|---|
| **Boston More Expensive** | = | **59/158** | **32.3%** |
| **Dorchester More Expensive** | = | **51/158** | **37.3%** |
| **No Difference** | = | **48/158** | **30.4%** |

*See Exhibit D2*

***Prices are averages between the two sampled stores for the specified item.*

Finding #4 In comparing the percentages of all items combined being more expensive at either Boston or Dorchester, the poor pay more in Dorchester as it ended up with 37.3% of shopping basket items being higher priced than Boston. Boston ended up with 32.3% of shopping basket items being higher priced than Dorchester. 30.4% of the items were found to be the same price.




*See Exhibit D2*

Finding #5 When comparing all individual item prices between Dorchester and Quincy the poor pay more as Dorchester as it was more expensive in 52 out of the 158 items. Quincy was more expensive in only 30. 76 of all items were found to be the same price.

**All Shopping Basket Items**

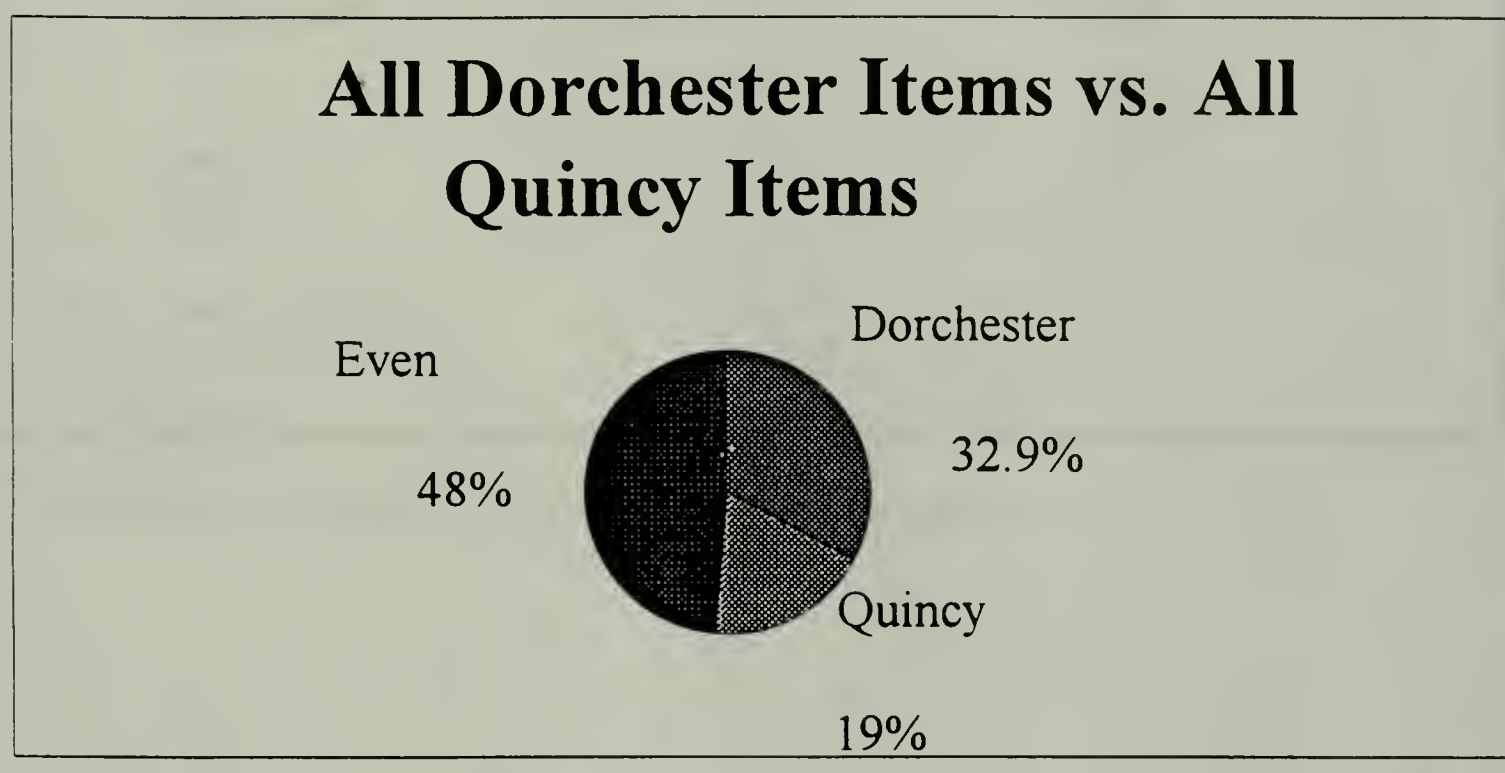
| | Item | Dorchester | Quincy |
|---|---|---|---|
| 1 | Antacid | $4.64** | $4.64 |
| 2 | Baby Oil | $4.29 | **$4.34** |
| : | : | : | : |
| : | : | : | : |
| 157 | Baby Food | $ .74 | $ .74 |
| 158 | Diapers | $8.99 | $8.99 |

| | | | |
|---|---|---|---|
| **Dorchester More Expensive** | = | **52/158** | **32.9%** |
| **Quincy More Expensive** | = | **30/158** | **19%** |
| **No Difference** | = | **76/158** | **48.1%** |

*See Exhibit D2*

***Prices are averages between the two sampled stores for the specified item.*

Finding #6 In comparing the percentages of all items combined being more expensive at either Dorchester or Quincy, the poor pay more in Dorchester as it ended up with 32.9% of shopping basket items being higher priced than in Quincy. Quincy ended up with only 19.3% of shopping basket items being higher priced than Dorchester. 48.1% of the items were found to be the same price.




*See Exhibit D2*

Finding #7 When comparing all individual item prices between Boston and Quincy, Boston was more expensive in 52 out of the 158 items. Quincy was more expensive in only 22. 84 of all items were found to be the same price.

**All Shopping Cart Items**

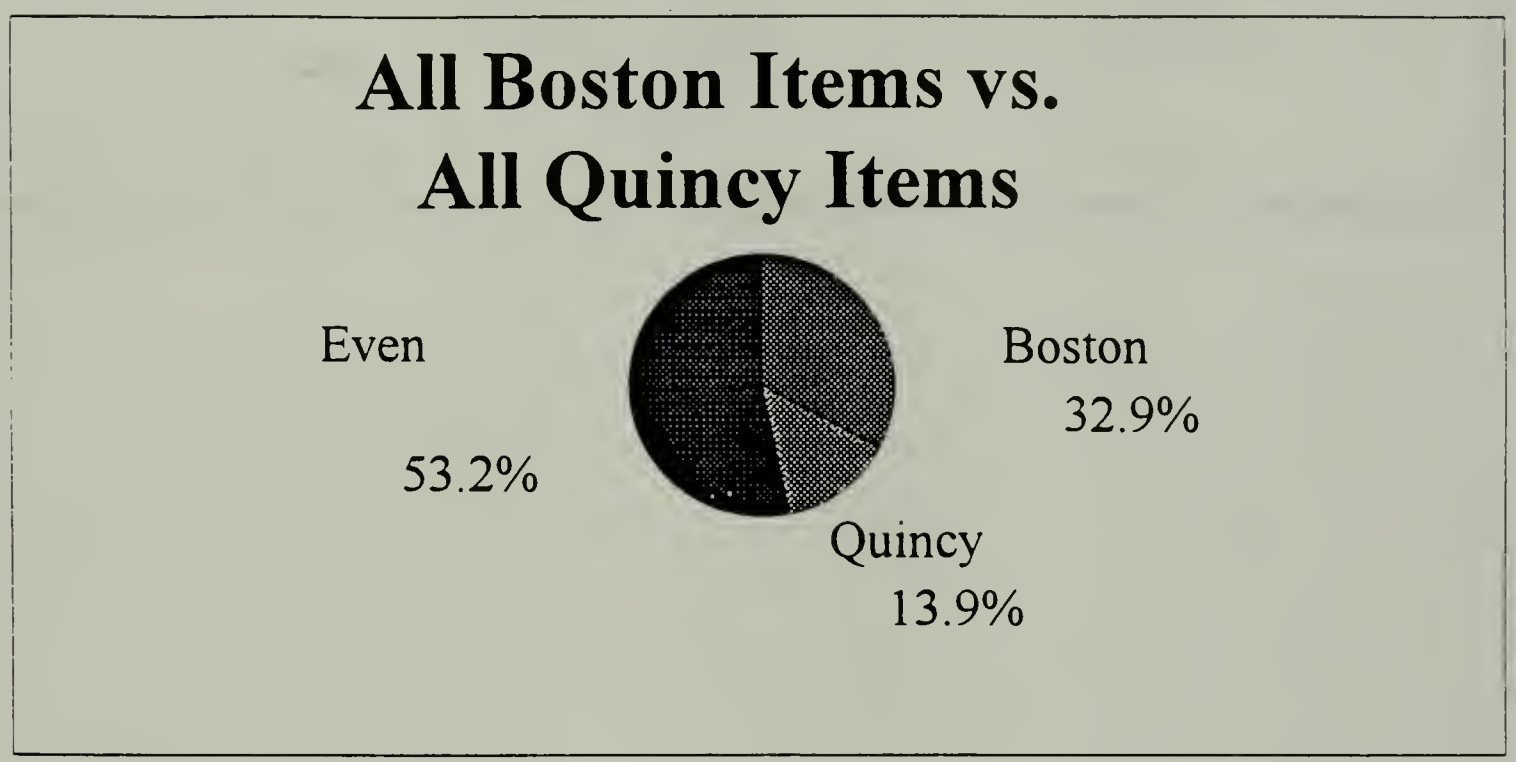
| | Item | Boston | Quincy |
|---|---|---|---|
| 1 | Antacid | $4.49** | **$4.59** |
| 2 | Baby Oil | **$4.34** | $4.29 |
| : | : | : | : |
| : | : | : | : |
| 157 | Baby Food | $ .74 | $ .74 |
| 158 | Diapers | $8.99 | $8.99 |

| | | | |
|---|---|---|---|
| **Boston More Expensive** | = | **52/158** | **32.9%** |
| **Quincy More Expensive** | = | **22/158** | **13.9%** |
| **No Difference** | = | **84/158** | **53.2%** |

*See Exhibit D2*

***Prices are averages between the two sampled stores for the specified item.*

Finding #8 In comparing the percentages of all items combined being more expensive at either Boston or Quincy, Boston ended up with 32.9% of shopping basket items being higher priced than Quincy. Quincy ended up with 13.9% of shopping basket items being higher priced than Boston. 53.2% of the items were found to be the same price.




*See Exhibit D2*

Finding #9 After running a statistical Paired T Test on the differences of prices on all item shopping baskets between the three locations, resulted varied from .5784 to 1.3603. In order for this value to show statistically significance, it must exceed two. Therefore when all data is combined and computed, the differences between locations is not statistically significant.

| Location | Most Expensive | Paired T Test Score |
|---|---|---|
| Dorchester vs. Quincy | Dorchester | 1.3603 |
| Boston vs. Quincy | Boston | .8298 |
| Boston vs. Dorchester | Dorchester | .5784 |

*See Exhibit D1*

Raw Data (8)

*< RAW DATA >*

# Grocery Store Shopping Basket

| | | | | | Stop-n-Shop | | | | Purity | |
|---|---|---|---|---|---|---|---|---|---|---|
| | **Item** | **Brand** | **Class** | **Size** | **Boston** | **Dorchester** | **Quincy** | **Boston** | **Dorchester** | **Quincy** |
| 1 | Ham | Honey Ham | Domestic | 1 lb | $4.99 | $4.99 | $4.99 | $3.99 | $4.99 | $4.99 |
| 2 | Butter | Landolakes | regular | 1 lb | $1.69 | $1.39 | $1.39 | $1.69 | $1.79 | $1.69 |
| 3 | Orange Juice | Tropicana | homestyle | 64 oz. | $2.65 | $2.29 | $2.29 | $1.99 | $2.59 | $2.49 |
| 4 | Coffee | Maxwell House | master blend | 11.5 oz. | $2.19 | $1.99 | $1.99 | $1.99 | $1.99 | $1.99 |
| 5 | Cereal | Corn Flakes | regular | 18 oz. | $1.19 | $1.39 | $1.89 | $1.99 | $2.19 | $1.99 |
| 6 | Lemonade Mix | Koolaid | regular | 19 oz. | $2.77 | $2.69 | $2.69 | $2.79 | $2.89 | $2.79 |
| 7 | Cookies | Keebler (soft batch) | chchl chp | 18 oz. | $2.79 | $2.47 | $2.47 | $2.47 | $2.79 | $2.79 |
| 8 | Canned Peaches | Delmonte | lite syrup | 16 oz. | $0.99 | $0.89 | $0.89 | $1.09 | $1.19 | $1.99 |
| 9 | Flour | Gold Medal | all purpose | 5 lbs. | $1.29 | $1.59 | $0.99 | $0.99 | $1.19 | $0.99 |
| 10 | Sugar | Domino | all purpose | 5 lbs. | $1.99 | $1.99 | $1.99 | $2.19 | $2.29 | $2.19 |
| 11 | Toilet Paper | ScottTissue | white | 825 sq. ft. | $3.85 | $3.49 | $3.49 | $3.59 | $3.69 | $3.59 |
| 12 | Milk | Garelick | whole | 1 gallon | $2.86 | $2.39 | $2.39 | $2.89 | $2.39 | $2.39 |
| 13 | Dishwashing Soap | Tide | regular | 70 oz. | $7.19 | $5.99 | $5.99 | $7.19 | $9.29 | $7.19 |
| 14 | Household Cleaner | Fantastic | trigger | 22 oz. | $2.57 | $2.49 | $2.49 | $2.59 | $2.69 | $2.59 |
| 15 | Dry Cat Food | 9 Lives | regular | 4.5 lbs. | $3.09 | $3.29 | $3.29 | $3.19 | $3.29 | $3.19 |
| 16 | Aluminum Foil | Reynolds Wrap | regular | 25 yds. | $2.29 | $1.99 | $1.99 | $2.29 | $2.39 | $2.29 |
| 17 | Soda | Pepsi | regular | 2 ltr. | $0.99 | $0.99 | $0.99 | $0.89 | $0.99 | $0.99 |
| 18 | Spring Water | Poland Springs | regular | 1 gallon | $0.91 | $0.79 | $0.79 | $0.99 | $0.99 | $0.89 |
| 19 | Apples | McIntosh | red | 1 lb. | $1.29 | $0.99 | $0.99 | $0.99 | $0.99 | $0.99 |
| 20 | Oranges | California Navel | N/A | per unit | $0.33 | $0.33 | $0.33 | $0.33 | $0.33 | $0.33 |
| 21 | Bananas | Banacol | N/A | 1 pd. | $0.69 | $0.50 | $0.69 | $0.50 | $0.50 | $0.50 |
| 22 | Potatos | Idaho | all purpose | 5 lbs. | $0.99 | $0.99 | $0.99 | $0.79 | $0.79 | $0.99 |
| 23 | Onions | All Purpose | small yellow | 1 lb. | $0.79 | $0.29 | $0.29 | $0.99 | $0.79 | $0.99 |
| 24 | Broccoli | Generic | N/A | 1 lb. | $0.49 | $0.49 | $0.49 | $1.19 | $0.99 | $1.19 |
| 25 | Canned Vegetables | Delmonte | cut green beans | 16 oz. | $0.77 | $0.61 | $0.58 | $0.60 | $0.69 | $1.09 |
| 26 | Spaghetti | Prince | regular | 1 lb. | $0.79 | $0.49 | $0.49 | $0.69 | $0.69 | $0.69 |

*Exhibit A1*

# Grocery Store Shopping Basket

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 27 | Mayonaise | Kraft | regular | 16 oz. | $1.79 | $1.75 | $1.75 | | $1.79 | $1.89 | $1.79 |
| 28 | Waffles | Kellogs/Eggos | regular | 11 oz. | $1.75 | $1.19 | $1.23 | | $1.39 | $1.49 | $1.39 |
| 29 | Frozen Pizza | Celeste | cheese | 6.5 oz. | $1.49 | $0.99 | $0.99 | | $1.29 | $1.39 | $1.29 |
| 30 | Ice Cream | Hood Select | vanilla | 1.5 gallon | $3.85 | $3.69 | $3.69 | | $3.79 | $3.79 | $3.79 |
| 31 | Eggs | Farm Fresh | jumbo brown | dozen | $1.45 | $1.39 | $1.39 | | $1.45 | $1.55 | $1.39 |
| 32 | Poultry Meat | White Gem | boneless/skinless | 1 lb. | $2.99 | $3.99 | $4.39 | | $3.49 | $4.49 | $3.69 |
| 33 | Beef | USDA Choice | top round steak | 1 lb. | $3.99 | $5.99 | $3.99 | | $4.29 | $4.29 | $4.19 |
| 34 | Ground Beef | Stop & Shop | 73% lean | 1 lb. | $2.09 | $2.09 | $2.09 | | $1.79 | $1.79 | $1.69 |
| 35 | Oil | Wesson | vegetable | 16 oz. | $1.75 | $1.35 | $1.35 | | $1.49 | $1.59 | $1.49 |
| 36 | Canned Meals | Chefboyardee | spaghetti & meatballs | 15 oz. | $1.19 | $1.59 | $0.99 | | $1.09 | $1.19 | $1.09 |
| 37 | Rice | Minute Rice | white | 14 oz. | $1.95 | $1.69 | $1.65 | | $1.79 | $1.79 | $1.75 |
| 38 | Pasta Sauce | Prego | traditional | 30 oz. | $1.99 | $0.59 | $1.69 | | $1.99 | $2.09 | $1.99 |
| 39 | Canned Soup | Cambells | chicken noodle | 10.75 oz. | $0.79 | $1.45 | $0.59 | | $0.59 | $0.65 | $0.59 |
| 40 | Ketchup | Heinze | regular/glass btl | 32 oz. | $2.05 | $2.05 | $1.45 | | $1.49 | $1.59 | $1.59 |
| 41 | Paper Towels | Bounty | white | 90 sq. ft. | $1.57 | $1.57 | $1.57 | | $1.49 | $1.59 | $1.59 |
| 42 | Baby Food | Gerber | beef 3 | 2.25 oz. | $0.69 | $0.69 | $0.69 | | $0.75 | $0.79 | $0.79 |
| 43 | Diapers | Pampers | walker 2 | 26 count | $8.99 | $8.99 | $8.99 | | $8.99 | $8.99 | $8.99 |
| | | | | | **$92.80** | **$88.84** | **$86.34** | | **$89.83** | **$96.34** | **$92.88** |

| Grocery Store | City | Date | Time | Address |
|---|---|---|---|---|
| Stop-n-Shop | Boston | 3/11/94 | 9:00pm | 15 Westland |
| Stop-n-Shop | Dorchester | 3/11/94 | 7:30pm | South Bay Center |
| Stop-n-Shop | Braintree | 3/11/94 | 3:00pm | 300 Grove St. |
| Purity | Brookline | 3/11/94 | 9:45pm | 525 Harvard Ave. |
| Purity | Dorchester | 3/11/94 | 6:00pm | 500 Geneva Ave. |
| Purity | Braintree | 3/11/94 | 4:30pm | 705 Granite |

*Exhibit A1*

*< RAW DATA >*

# Gas Station Shopping Cart

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | **Sunoco** | | | | **Shell** | |
| | | | | **Boston** | **Dorchester** | **Quincy** | | **Boston** | **Dorchester** | **Quincy** |
| 1 | Regular Unleaded | .87 Octane | | $0.99 | $0.96 | $0.94 | | $1.10 | $1.04 | $1.08 |
| 2 | Unleaded Plus | .93 Octane | | $1.10 | $1.20 | $1.05 | | $1.12 | $1.20 | $1.27 |
| 3 | Super Unleaded | .97 Octane | | $1.15 | $1.32 | $1.16 | | $1.30 | $1.30 | $1.32 |
| | | | | **$3.24** | **$3.48** | **$3.15** | | **$3.52** | **$3.54** | **$3.67** |
| | **Gas Station** | **City** | **Date** | **Time** | **Address** | | | | | |
| | Sunoco | Boston | 3/11/94 | 8:30pm | 120 Mt. Fort | | | | | |
| | Sunoco | Dorchester | 3/11/94 | 7:00pm | 710 Galvin Blvd. | | | | | |
| | Sunoco | Quincy | 3/11/94 | 2:30pm | 59 School St. | | | | | |
| | Shell | Boston | 3/11/94 | 9:15pm | 363 Massachusetts Ave. | | | | | |
| | Shell | Dorchester | 3/11/94 | 5:30pm | 720 Galvin Blvd. | | | | | |
| | Shell | Quincy | 3/11/94 | 4:00pm | 10 Independence Ave. | | | | | |

*Exhibit A1*

# Comparison By Location

| | Stop-n-Shop | | | | | Purity | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Boston / Dorchester Comparison | | | | | Boston / Dorchester Comparison | | | |
| | **Item** | **Boston** | **Dorchester** | ***Difference*** | | **Item** | **Boston** | **Dorchester** | ***Difference*** |
| 1 | Ham | $4.99 | $4.99 | *$0.00* | 1 | Ham | $3.99 | $4.99 | *($1.00)* |
| 2 | Butter | $1.69 | $1.39 | *$0.30* | 2 | Butter | $1.69 | $1.79 | *($0.10)* |
| 3 | Orange Juice | $2.65 | $2.29 | *$0.36* | 3 | Orange Juice | $1.99 | $2.59 | *($0.60)* |
| 4 | Coffee | $2.19 | $1.99 | *$0.20* | 4 | Coffee | $1.99 | $1.99 | *$0.00* |
| 5 | Cereal | $1.19 | $1.39 | *($0.20)* | 5 | Cereal | $1.99 | $2.19 | *($0.20)* |
| 6 | Lemonade Mix | $2.77 | $2.69 | *$0.08* | 6 | Lemonade Mix | $2.79 | $2.89 | *($0.10)* |
| 7 | Cookies | $2.79 | $2.47 | *$0.32* | 7 | Cookies | $2.47 | $2.79 | *($0.32)* |
| 8 | Canned Peaches | $0.99 | $0.89 | *$0.10* | 8 | Canned Peaches | $1.09 | $1.19 | *($0.10)* |
| 9 | Flour | $1.29 | $1.59 | *($0.30)* | 9 | Flour | $0.99 | $1.19 | *($0.20)* |
| 10 | Sugar | $1.99 | $1.99 | *$0.00* | 10 | Sugar | $2.19 | $2.29 | *($0.10)* |
| 11 | Toilet Paper | $3.85 | $3.49 | *$0.36* | 11 | Toilet Paper | $3.59 | $3.69 | *($0.10)* |
| 12 | Milk | $2.86 | $2.39 | *$0.47* | 12 | Milk | $2.89 | $2.39 | *$0.50* |
| 13 | Dishwashing Soap | $7.19 | $5.99 | *$1.20* | 13 | Dishwashing Soap | $7.19 | $9.29 | *($2.10)* |
| 14 | Household Cleaner | $2.57 | $2.49 | *$0.08* | 14 | Household Cleaner | $2.59 | $2.69 | *($0.10)* |
| 15 | Dry Cat Food | $3.09 | $3.29 | *($0.20)* | 15 | Dry Cat Food | $3.19 | $3.29 | *($0.10)* |
| 16 | Aluminum Foil | $2.29 | $1.99 | *$0.30* | 16 | Aluminum Foil | $2.29 | $2.39 | *($0.10)* |
| 17 | Soda | $0.99 | $0.99 | *$0.00* | 17 | Soda | $0.89 | $0.99 | *($0.10)* |
| 18 | Spring Water | $0.91 | $0.79 | *$0.12* | 18 | Spring Water | $0.99 | $0.99 | *$0.00* |
| 19 | Apples | $1.29 | $0.99 | *$0.30* | 19 | Apples | $0.99 | $0.99 | *$0.00* |
| 20 | Oranges | $0.33 | $0.33 | *$0.00* | 20 | Oranges | $0.33 | $0.33 | *$0.00* |
| 21 | Bananas | $0.69 | $0.50 | *$0.19* | 21 | Bananas | $0.50 | $0.50 | *$0.00* |
| 22 | Potatos | $0.99 | $0.99 | *$0.00* | 22 | Potatos | $0.79 | $0.79 | *$0.00* |
| 23 | Onions | $0.79 | $0.29 | *$0.50* | 23 | Onions | $0.99 | $0.79 | *$0.20* |
| 24 | Broccoli | $0.49 | $0.49 | *$0.00* | 24 | Broccoli | $1.19 | $0.99 | *$0.20* |

*Exhibit A2*

# Comparison By Location

| | *cont.* Item | Boston | Dorchester | *Difference* | | Item | Boston | Dorchester | *Difference* |
|---|---|---|---|---|---|---|---|---|---|
| 25 | Canned Vegetables | $0.77 | $0.61 | *$0.16* | 25 | Canned Vegetables | $0.60 | $0.69 | *($0.09)* |
| 26 | Spaghetti | $0.79 | $0.49 | *$0.30* | 26 | Spaghetti | $0.69 | $0.69 | *$0.00* |
| 27 | Mayonaise | $1.79 | $1.75 | *$0.04* | 27 | Mayonaise | $1.79 | $1.89 | *($0.10)* |
| 28 | Waffles | $1.75 | $1.19 | *$0.56* | 28 | Waffles | $1.39 | $1.49 | *($0.10)* |
| 29 | Frozen Pizza | $1.49 | $0.99 | *$0.50* | 29 | Frozen Pizza | $1.29 | $1.39 | *($0.10)* |
| 30 | Ice Cream | $3.85 | $3.69 | *$0.16* | 30 | Ice Cream | $3.79 | $3.79 | *$0.00* |
| 31 | Eggs | $1.45 | $1.39 | *$0.06* | 31 | Eggs | $1.45 | $1.55 | *($0.10)* |
| 32 | Poultry Meat | $2.99 | $3.99 | *($1.00)* | 32 | Poultry Meat | $3.49 | $4.49 | *($1.00)* |
| 33 | Beef | $3.99 | $5.99 | *($2.00)* | 33 | Beef | $4.29 | $4.29 | *$0.00* |
| 34 | Ground Beef | $2.09 | $2.09 | *$0.00* | 34 | Ground Beef | $1.79 | $1.79 | *$0.00* |
| 35 | Oil | $1.75 | $1.35 | *$0.40* | 35 | Oil | $1.49 | $1.59 | *($0.10)* |
| 36 | Canned Meals | $1.19 | $1.59 | *($0.40)* | 36 | Canned Meals | $1.09 | $1.19 | *($0.10)* |
| 37 | Rice | $1.95 | $1.69 | *$0.26* | 37 | Rice | $1.79 | $1.79 | *$0.00* |
| 38 | Pasta Sauce | $1.99 | $0.59 | *$1.40* | 38 | Pasta Sauce | $1.99 | $2.09 | *($0.10)* |
| 39 | Canned Soup | $0.79 | $1.45 | *($0.66)* | 39 | Canned Soup | $0.59 | $0.65 | *($0.06)* |
| 40 | Ketchup | $2.05 | $2.05 | *$0.00* | 40 | Ketchup | $1.49 | $1.59 | *($0.10)* |
| 41 | Paper Towels | $1.57 | $1.57 | *$0.00* | 41 | Paper Towels | $1.49 | $1.59 | *($0.10)* |
| 42 | Baby Food | $0.69 | $0.69 | *$0.00* | 42 | Baby Food | $0.75 | $0.79 | *($0.04)* |
| 43 | Diapers | $8.99 | $8.99 | *$0.00* | 43 | Diapers | $8.99 | $8.99 | *$0.00* |
| | | **$92.80** | **$88.84** | ***$3.96*** | | | **$89.83** | **$96.34** | ***($6.51)*** |

*Exhibit A2*

# Comparison By Location

| | Stop-n-Shop | | | | | Purity | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Boston / Quincy Comparison | | | | | Boston / Quincy Comparison | | | |
| | **Item** | **Boston** | **Quincy** | ***Difference*** | | **Item** | **Boston** | **Quincy** | ***Difference*** |
| 1 | Ham | $4.99 | $4.99 | *$0.00* | 1 | Ham | $3.99 | $4.99 | *($1.00)* |
| 2 | Butter | $1.69 | $1.39 | *$0.30* | 2 | Butter | $1.69 | $1.69 | *$0.00* |
| 3 | Orange Juice | $2.65 | $2.29 | *$0.36* | 3 | Orange Juice | $1.99 | $2.49 | *($0.50)* |
| 4 | Coffee | $2.19 | $1.99 | *$0.20* | 4 | Coffee | $1.99 | $1.99 | *$0.00* |
| 5 | Cereal | $1.19 | $1.89 | *($0.70)* | 5 | Cereal | $1.99 | $1.99 | *$0.00* |
| 6 | Lemonade Mix | $2.77 | $2.69 | *$0.08* | 6 | Lemonade Mix | $2.79 | $2.79 | *$0.00* |
| 7 | Cookies | $2.79 | $2.47 | *$0.32* | 7 | Cookies | $2.47 | $2.79 | *($0.32)* |
| 8 | Canned Peaches | $0.99 | $0.89 | *$0.10* | 8 | Canned Peaches | $1.09 | $1.99 | *($0.90)* |
| 9 | Flour | $1.29 | $0.99 | *$0.30* | 9 | Flour | $0.99 | $0.99 | *$0.00* |
| 10 | Sugar | $1.99 | $1.99 | *$0.00* | 10 | Sugar | $2.19 | $2.19 | *$0.00* |
| 11 | Toilet Paper | $3.85 | $3.49 | *$0.36* | 11 | Toilet Paper | $3.59 | $3.59 | *$0.00* |
| 12 | Milk | $2.86 | $2.39 | *$0.47* | 12 | Milk | $2.89 | $2.39 | *$0.50* |
| 13 | Dishwashing Soap | $7.19 | $5.99 | *$1.20* | 13 | Dishwashing Soap | $7.19 | $7.19 | *$0.00* |
| 14 | Household Cleaner | $2.57 | $2.49 | *$0.08* | 14 | Household Cleaner | $2.59 | $2.59 | *$0.00* |
| 15 | Dry Cat Food | $3.09 | $3.29 | *($0.20)* | 15 | Dry Cat Food | $3.19 | $3.19 | *$0.00* |
| 16 | Aluminum Foil | $2.29 | $1.99 | *$0.30* | 16 | Aluminum Foil | $2.29 | $2.29 | *$0.00* |
| 17 | Soda | $0.99 | $0.99 | *$0.00* | 17 | Soda | $0.89 | $0.99 | *($0.10)* |
| 18 | Spring Water | $0.91 | $0.79 | *$0.12* | 18 | Spring Water | $0.99 | $0.89 | *$0.10* |
| 19 | Apples | $1.29 | $0.99 | *$0.30* | 19 | Apples | $0.99 | $0.99 | *$0.00* |
| 20 | Oranges | $0.33 | $0.33 | *$0.00* | 20 | Oranges | $0.33 | $0.33 | *$0.00* |
| 21 | Bananas | $0.69 | $0.69 | *$0.00* | 21 | Bananas | $0.50 | $0.50 | *$0.00* |
| 22 | Potatos | $0.99 | $0.99 | *$0.00* | 22 | Potatos | $0.79 | $0.99 | *($0.20)* |
| 23 | Onions | $0.79 | $0.29 | *$0.50* | 23 | Onions | $0.99 | $0.99 | *$0.00* |
| 24 | Broccoli | $0.49 | $0.49 | *$0.00* | 24 | Broccoli | $1.19 | $1.19 | *$0.00* |

***Exhibit A2***

# Comparison By Location

| | *cont.* Item | Boston | Dorchester | *Difference* | | Item | Boston | Dorchester | *Difference* |
|---|---|---|---|---|---|---|---|---|---|
| 25 | Canned Vegetables | $0.77 | $0.58 | *$0.19* | 25 | Canned Vegetables | $0.60 | $1.09 | *($0.49)* |
| 26 | Spaghetti | $0.79 | $0.49 | *$0.30* | 26 | Spaghetti | $0.69 | $0.69 | *$0.00* |
| 27 | Mayonaise | $1.79 | $1.75 | *$0.04* | 27 | Mayonaise | $1.79 | $1.79 | *$0.00* |
| 28 | Waffles | $1.75 | $1.23 | *$0.52* | 28 | Waffles | $1.39 | $1.39 | *$0.00* |
| 29 | Frozen Pizza | $1.49 | $0.99 | *$0.50* | 29 | Frozen Pizza | $1.29 | $1.29 | *$0.00* |
| 30 | Ice Cream | $3.85 | $3.69 | *$0.16* | 30 | Ice Cream | $3.79 | $3.79 | *$0.00* |
| 31 | Eggs | $1.45 | $1.39 | *$0.06* | 31 | Eggs | $1.45 | $1.39 | *$0.06* |
| 32 | Poultry Meat | $2.99 | $4.39 | *($1.40)* | 32 | Poultry Meat | $3.49 | $3.69 | *($0.20)* |
| 33 | Beef | $3.99 | $3.99 | *$0.00* | 33 | Beef | $4.29 | $4.19 | *$0.10* |
| 34 | Ground Beef | $2.09 | $2.09 | *$0.00* | 34 | Ground Beef | $1.79 | $1.69 | *$0.10* |
| 35 | Oil | $1.75 | $1.35 | *$0.40* | 35 | Oil | $1.49 | $1.49 | *$0.00* |
| 36 | Canned Meals | $1.19 | $0.99 | *$0.20* | 36 | Canned Meals | $1.09 | $1.09 | *$0.00* |
| 37 | Rice | $1.95 | $1.65 | *$0.30* | 37 | Rice | $1.79 | $1.75 | *$0.04* |
| 38 | Pasta Sauce | $1.99 | $1.69 | *$0.30* | 38 | Pasta Sauce | $1.99 | $1.99 | *$0.00* |
| 39 | Canned Soup | $0.79 | $0.59 | *$0.20* | 39 | Canned Soup | $0.59 | $0.59 | *$0.00* |
| 40 | Ketchup | $2.05 | $1.45 | *$0.60* | 40 | Ketchup | $1.49 | $1.59 | *($0.10)* |
| 41 | Paper Towels | $1.57 | $1.57 | *$0.00* | 41 | Paper Towels | $1.49 | $1.59 | *($0.10)* |
| 42 | Baby Food | $0.69 | $0.69 | *$0.00* | 42 | Baby Food | $0.75 | $0.79 | *($0.04)* |
| 43 | Diapers | $8.99 | $8.99 | *$0.00* | 43 | Diapers | $8.99 | $8.99 | *$0.00* |
| | | **$92.80** | **$86.34** | ***$6.46*** | | | **$89.83** | **$92.88** | ***($3.05)*** |

*Exhibit A2*

# Comparison By Location

| | Stop-n-Shop | | | | | Purity | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Quincy / Dorchester Comparison | | | | | Quincy / Dorchester Comparison | | | |
| | **Item** | **Quincy** | **Dorchester** | ***Difference*** | | **Item** | **Quincy** | **Dorchester** | ***Difference*** |
| 1 | Ham | $4.99 | $4.99 | *$0.00* | 1 | Ham | $4.99 | $4.99 | *$0.00* |
| 2 | Butter | $1.39 | $1.39 | *$0.00* | 2 | Butter | $1.69 | $1.79 | *($0.10)* |
| 3 | Orange Juice | $2.29 | $2.29 | *$0.00* | 3 | Orange Juice | $2.49 | $2.59 | *($0.10)* |
| 4 | Coffee | $1.99 | $1.99 | *$0.00* | 4 | Coffee | $1.99 | $1.99 | *$0.00* |
| 5 | Cereal | $1.89 | $1.39 | *$0.50* | 5 | Cereal | $1.99 | $2.19 | *($0.20)* |
| 6 | Lemonade Mix | $2.69 | $2.69 | *$0.00* | 6 | Lemonade Mix | $2.79 | $2.89 | *($0.10)* |
| 7 | Cookies | $2.47 | $2.47 | *$0.00* | 7 | Cookies | $2.79 | $2.79 | *$0.00* |
| 8 | Canned Peaches | $0.89 | $0.89 | *$0.00* | 8 | Canned Peaches | $1.99 | $1.19 | *$0.80* |
| 9 | Flour | $0.99 | $1.59 | *($0.60)* | 9 | Flour | $0.99 | $1.19 | *($0.20)* |
| 10 | Sugar | $1.99 | $1.99 | *$0.00* | 10 | Sugar | $2.19 | $2.29 | *($0.10)* |
| 11 | Toilet Paper | $3.49 | $3.49 | *$0.00* | 11 | Toilet Paper | $3.59 | $3.69 | *($0.10)* |
| 12 | Milk | $2.39 | $2.39 | *$0.00* | 12 | Milk | $2.39 | $2.39 | *$0.00* |
| 13 | Dishwashing Soap | $5.99 | $5.99 | *$0.00* | 13 | Dishwashing Soap | $7.19 | $9.29 | *($2.10)* |
| 14 | Household Cleaner | $2.49 | $2.49 | *$0.00* | 14 | Household Cleaner | $2.59 | $2.69 | *($0.10)* |
| 15 | Dry Cat Food | $3.29 | $3.29 | *$0.00* | 15 | Dry Cat Food | $3.19 | $3.29 | *($0.10)* |
| 16 | Aluminum Foil | $1.99 | $1.99 | *$0.00* | 16 | Aluminum Foil | $2.29 | $2.39 | *($0.10)* |
| 17 | Soda | $0.99 | $0.99 | *$0.00* | 17 | Soda | $0.99 | $0.99 | *$0.00* |
| 18 | Spring Water | $0.79 | $0.79 | *$0.00* | 18 | Spring Water | $0.89 | $0.99 | *($0.10)* |
| 19 | Apples | $0.99 | $0.99 | *$0.00* | 19 | Apples | $0.99 | $0.99 | *$0.00* |
| 20 | Oranges | $0.33 | $0.33 | *$0.00* | 20 | Oranges | $0.33 | $0.33 | *$0.00* |
| 21 | Bananas | $0.69 | $0.50 | *$0.19* | 21 | Bananas | $0.50 | $0.50 | *$0.00* |
| 22 | Potatos | $0.99 | $0.99 | *$0.00* | 22 | Potatos | $0.99 | $0.79 | *$0.20* |
| 23 | Onions | $0.29 | $0.29 | *$0.00* | 23 | Onions | $0.99 | $0.79 | *$0.20* |
| 24 | Broccoli | $0.49 | $0.49 | *$0.00* | 24 | Broccoli | $1.19 | $0.99 | *$0.20* |

***Exhibit A2***

# Comparison By Location

| | cont. | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **Item** | **Boston** | **Dorchester** | ***Difference*** | | **Item** | **Boston** | **Dorchester** | ***Difference*** |
| 25 | Canned Vegetables | $0.58 | $0.61 | *($0.03)* | 25 | Canned Vegetables | $1.09 | $0.69 | *$0.40* |
| 26 | Spaghetti | $0.49 | $0.49 | *$0.00* | 26 | Spaghetti | $0.69 | $0.69 | *$0.00* |
| 27 | Mayonaise | $1.75 | $1.75 | *$0.00* | 27 | Mayonaise | $1.79 | $1.89 | *($0.10)* |
| 28 | Waffles | $1.23 | $1.19 | *$0.04* | 28 | Waffles | $1.39 | $1.49 | *($0.10)* |
| 29 | Frozen Pizza | $0.99 | $0.99 | *$0.00* | 29 | Frozen Pizza | $1.29 | $1.39 | *($0.10)* |
| 30 | Ice Cream | $3.69 | $3.69 | *$0.00* | 30 | Ice Cream | $3.79 | $3.79 | *$0.00* |
| 31 | Eggs | $1.39 | $1.39 | *$0.00* | 31 | Eggs | $1.39 | $1.55 | *($0.16)* |
| 32 | Poultry Meat | $4.39 | $3.99 | *$0.40* | 32 | Poultry Meat | $3.69 | $4.49 | *($0.80)* |
| 33 | Beef | $3.99 | $5.99 | *($2.00)* | 33 | Beef | $4.19 | $4.29 | *($0.10)* |
| 34 | Ground Beef | $2.09 | $2.09 | *$0.00* | 34 | Ground Beef | $1.69 | $1.79 | *($0.10)* |
| 35 | Oil | $1.35 | $1.35 | *$0.00* | 35 | Oil | $1.49 | $1.59 | *($0.10)* |
| 36 | Canned Meals | $0.99 | $1.59 | *($0.60)* | 36 | Canned Meals | $1.09 | $1.19 | *($0.10)* |
| 37 | Rice | $1.65 | $1.69 | *($0.04)* | 37 | Rice | $1.75 | $1.79 | *($0.04)* |
| 38 | Pasta Sauce | $1.69 | $0.59 | *$1.10* | 38 | Pasta Sauce | $1.99 | $2.09 | *($0.10)* |
| 39 | Canned Soup | $0.59 | $1.45 | *($0.86)* | 39 | Canned Soup | $0.59 | $0.65 | *($0.06)* |
| 40 | Ketchup | $1.45 | $2.05 | *($0.60)* | 40 | Ketchup | $1.59 | $1.59 | *$0.00* |
| 41 | Paper Towels | $1.57 | $1.57 | *$0.00* | 41 | Paper Towels | $1.59 | $1.59 | *$0.00* |
| 42 | Baby Food | $0.69 | $0.69 | *$0.00* | 42 | Baby Food | $0.79 | $0.79 | *$0.00* |
| 43 | Diapers | $8.99 | $8.99 | *$0.00* | 43 | Diapers | $8.99 | $8.99 | *$0.00* |
| | | **$86.34** | **$88.84** | ***($2.50)*** | | | **$92.88** | **$96.34** | ***($3.46)*** |

*Exhibit A2*

# Comparison By Location

**Sunoco**

**Boston / Dorchester Comparison**

| | Item | Boston | Dorchester | *Difference* |
|---|---|---|---|---|
| 1 | Regular Unleaded | $0.99 | $0.96 | *$0.03* |
| 2 | Super Unleaded | $1.10 | $1.20 | *($0.10)* |
| 3 | Premium Unleaded | $1.15 | $1.32 | *($0.17)* |
| | | **$3.24** | **$3.48** | ***($0.24)*** |

**Shell**

**Boston / Dorchester Comparison**

| | Item | Boston | Dorchester | *Difference* |
|---|---|---|---|---|
| 1 | Regular Unleaded | $1.10 | $1.04 | *$0.06* |
| 2 | Super Unleaded | $1.12 | $1.20 | *($0.08)* |
| 3 | Premium Unleaded | $1.30 | $1.30 | *$0.00* |
| | | **$3.52** | **$3.54** | ***($0.02)*** |

***Exhibit A2***

# Comparison By Location

| | Sunoco | | | | | Shell | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **Boston / Quincy Comparison** | | | | | **Boston / Quincy Comparison** | | | |
| | **Item** | **Boston** | **Quincy** | ***Difference*** | | **Item** | **Boston** | **Quincy** | ***Difference*** |
| 1 | Regular Unleaded | $0.99 | $0.94 | *$0.05* | 1 | Regular Unleaded | $1.10 | $1.08 | *$0.02* |
| 2 | Super Unleaded | $1.10 | $1.05 | *$0.05* | 2 | Super Unleaded | $1.12 | $1.27 | *($0.15)* |
| 3 | Premium Unleaded | $1.15 | $1.16 | *($0.01)* | 3 | Premium Unleaded | $1.30 | $1.32 | *($0.02)* |
| | | **$3.24** | **$3.15** | ***$0.09*** | | | **$3.52** | **$3.67** | ***($0.15)*** |

*Exhibit A2*

# Comparison By Location

| | Sunoco | | | | | Shell | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Quincy /Dorchester Comparison | | | | | Quincy / Dorchester Comparison | | | |
| | **Item** | **Quincy** | **Dorchester** | ***Difference*** | | **Item** | **Quincy** | **Dorchester** | ***Difference*** |
| 1 | Regular Unleaded | $0.94 | $0.96 | *($0.02)* | 1 | Regular Unleaded | $1.08 | $1.04 | *$0.04* |
| 2 | Super Unleaded | $1.05 | $1.20 | *($0.15)* | 2 | Super Unleaded | $1.27 | $1.20 | *$0.07* |
| 3 | Premium Unleaded | $1.16 | $1.32 | *($0.16)* | 3 | Premium Unleaded | $1.32 | $1.30 | *$0.02* |
| | | | | | | | | | |
| | | **$3.15** | **$3.48** | ***($0.33)*** | | | **$3.67** | **$3.54** | ***$0.13*** |

*Exhibit A2*

# Comparison by Location Quantified

**Boston vs. Dorchester/ Roxbury**

| | Boston more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| Stop-n-Shop | 25 | 11 | 7 | 43 |
| Purity | 2 | 12 | 29 | 43 |
| Total | **27** | **23** | **36** | 86 |
| Percent | **31.4%** | **26.7%** | **41.9%** | 100.0% |

**Boston vs. Quincy**

| | Boston more Expensive | No Difference | Quincy more Expensive | Total |
|---|---|---|---|---|
| Stop-n-Shop | 28 | 12 | 3 | 43 |
| Purity | 6 | 26 | 11 | 43 |
| Total | **34** | **38** | **14** | 86 |
| Percent | **39.5%** | **44.2%** | **16.3%** | 100.0% |

**Quincy vs. Dorchester/ Roxbury**

| | Quincy more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| Stop-n-Shop | 5 | 31 | 7 | 43 |
| Purity | 5 | 14 | 24 | 43 |
| Total | **10** | **45** | **31** | 86 |
| Percent | **11.6%** | **52.3%** | **36.0%** | 100.0% |

*Exhibit A3*

# Comparison by Location Quantified

**Boston vs. Dorchester/ Roxbury**

| | Boston more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| Sunoco | 1 | 0 | 2 | 3 |
| Shell | 1 | 1 | 1 | 3 |
| Total | **2** | **1** | **3** | 6 |
| Percent | **33.3%** | **16.7%** | **50.0%** | 100.0% |

**Boston vs. Quincy**

| | Boston more Expensive | No Difference | Quincy more Expensive | Total |
|---|---|---|---|---|
| Sunoco | 2 | 0 | 1 | 3 |
| Shell | 1 | 0 | 2 | 3 |
| Total | **3** | **0** | **3** | 6 |
| Percent | **50.0%** | **0.0%** | **50.0%** | 100.0% |

**Quincy vs. Dorchester/ Roxbury**

| | Quincy more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| Sunoco | 0 | 3 | 0 | 3 |
| Shell | 3 | 0 | 0 | 3 |
| Total | **3** | **3** | **0** | 6 |
| Percent | **50.0%** | **50.0%** | **0.0%** | 100.0% |

*Exhibit A3*

*< RAW DATA >*

## Drug Store Shopping Basket

| | | | | | | CVS | | | OSCO | |
|---|---|---|---|---|---|---|---|---|---|---|
| | **Item** | **Brand** | **Size** | **Class** | **Boston** | **Dorchester** | **Quincy** | **Boston** | **Dorchester** | **Quincy** |
| 1 | Antacid | Tums | 150 tablets | original | $4.49 | $4.39 | $4.49 | $4.69 | $4.59 | $4.69 |
| 2 | Baby Oil | Johnson & Johnson | 20 oz. | regular | $4.29 | $3.99 | $4.29 | $4.29 | $4.59 | $4.29 |
| 3 | Baby Powder | Johnson & Johnson | 14 oz. | regular | $2.87 | $2.69 | $2.87 | $2.99 | $3.09 | $2.99 |
| 4 | Band-Aids | Johnson & Johnson | 60 count | family assort. | $2.79 | $2.79 | $2.47 | $2.99 | $2.29 | $2.99 |
| 5 | Batteries | Duracell | AA 4pk. | with tester | $3.99 | $3.49 | $3.99 | $3.99 | $3.99 | $3.99 |
| 6 | Bismuth Solution | Pepto-bismal | 8 oz. | regular | $3.29 | $3.29 | $3.29 | $3.37 | $3.37 | $3.37 |
| 7 | Bleach | Clorox | 1 gal. | regular | $1.49 | $1.49 | $1.49 | $1.39 | $1.59 | $1.89 |
| 8 | Chocolate Bar | Hershey | 7 oz. | regular | $1.69 | $1.59 | $1.69 | $1.59 | $1.69 | $1.59 |
| 9 | Contact Solution | Aosept | 12 oz. | regular | $5.99 | $6.59 | $7.39 | $6.49 | $6.69 | $6.49 |
| 10 | Cotton Swabs | Q-tips | 54 pk. | regular | $0.99 | $0.99 | $0.99 | $1.09 | $1.19 | $1.09 |
| 11 | Deodorant | Speedstick | 2.25 oz. | fresh scent | $2.49 | $2.49 | $2.49 | $2.19 | $2.19 | $2.19 |
| 12 | Film | Kodak | 35 mm/ 24 exp. | light speed 200 | $4.55 | $4.49 | $4.49 | $4.49 | $4.49 | $4.49 |
| 13 | Flu Medicine | Nyquil | 6 oz. | original flavor | $4.88 | $4.49 | $4.88 | $4.69 | $4.69 | $4.69 |
| 14 | Hand Soap | Zest | 3 pk. | regular | $2.39 | $2.29 | $2.39 | $2.39 | $2.59 | $2.39 |
| 15 | Headache Medicine | Tylenol | 60 tablets | extra-strength | $5.73 | $5.29 | $5.73 | $5.69 | $5.79 | $5.69 |
| 16 | Shampoo | Finesse | 10 oz. | normal hair | $2.69 | $2.69 | $2.69 | $2.69 | $2.83 | $2.69 |
| 17 | Shavers | Bic | 5 pk. | regular | $1.33 | $1.29 | $1.33 | $1.37 | $1.37 | $1.37 |
| 18 | Skin Cream | Noxema | 6 oz. | regular | $2.59 | $3.19 | $2.59 | $2.59 | $2.99 | $2.59 |
| 19 | Tape | Scotch 3M | 3/4 x 300 in. | clear | $0.89 | $0.89 | $0.89 | $0.89 | $0.93 | $0.89 |
| 20 | Trash Bags | Glad | 10 bags | 30 gallon cap. | $2.19 | $2.19 | $2.19 | $2.37 | $2.19 | $2.19 |
| | | | | | **$61.61** | **$60.60** | **$62.63** | **$62.24** | **$63.14** | **$62.56** |

| Drugstore | City | Date | Time | Address |
|---|---|---|---|---|
| CVS | Boston | Wed. 1/26/1994 | 8:30am | 340 Washington Avenue |
| CVS | Dorchester | Sun. 1/23/1994 | 4:00pm | 2235 Dorchester Avenue |
| CVS | Quincy | Sun. 1/23/1994 | 3:30pm | 733 Hancock Street |
| OSCO | Boston | Wed. 1/26/1994 | 8:00pm | 1295 Boylston Avenue |
| OSCO | Mattapan | Sun. 1/23/1994 | 4:30pm | 90 River Street |
| OSCO | Quincy | Sun. 1/23/1994 | 3:00pm | 132 Granite |

*Exhibit B1*

# Comparison by Location

| | CVS | | | | | OSCO | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **Boston / Dorchester Comparison** | | | | | **Boston / Dorchester Comparison** | | | |
| | **Item** | **Boston** | **Dorchester** | ***Difference*** | | **Item** | **Boston** | **Dorchester** | ***Difference*** |
| 1 | Antacid | $4.49 | $4.39 | *$0.10* | 1 | Antacid | $4.69 | $4.59 | *$0.10* |
| 2 | Baby Oil | $4.29 | $3.99 | *$0.30* | 2 | Baby Oil | $4.29 | $4.59 | *($0.30)* |
| 3 | Baby Powder | $2.87 | $2.69 | *$0.18* | 3 | Baby Powder | $2.99 | $3.09 | *($0.10)* |
| 4 | Band-Aids | $2.79 | $2.79 | *$0.00* | 4 | Band-Aids | $2.99 | $2.29 | *$0.70* |
| 5 | Batteries | $3.99 | $3.49 | *$0.50* | 5 | Batteries | $3.99 | $3.99 | *$0.00* |
| 6 | Bismuth Solution | $3.29 | $3.29 | *$0.00* | 6 | Bismuth Solution | $3.37 | $3.37 | *$0.00* |
| 7 | Bleach | $1.49 | $1.49 | *$0.00* | 7 | Bleach | $1.39 | $1.59 | *($0.20)* |
| 8 | Chocolate Bar | $1.69 | $1.59 | *$0.10* | 8 | Chocolate Bar | $1.59 | $1.69 | *($0.10)* |
| 9 | Contact Solution | $5.99 | $6.59 | *($0.60)* | 9 | Contact Solution | $6.49 | $6.69 | *($0.20)* |
| 10 | Cotton Swabs | $0.99 | $0.99 | *$0.00* | 10 | Cotton Swabs | $1.09 | $1.19 | *($0.10)* |
| 11 | Deodorant | $2.49 | $2.49 | *$0.00* | 11 | Deodorant | $2.19 | $2.19 | *$0.00* |
| 12 | Film | $4.55 | $4.49 | *$0.06* | 12 | Film | $4.49 | $4.49 | *$0.00* |
| 13 | Flu Medicine | $4.88 | $4.49 | *$0.39* | 13 | Flu Medicine | $4.69 | $4.69 | *$0.00* |
| 14 | Hand Soap | $2.39 | $2.29 | *$0.10* | 14 | Hand Soap | $2.39 | $2.59 | *($0.20)* |
| 15 | Headache Medicine | $5.73 | $5.29 | *$0.44* | 15 | Headache Medicine | $5.69 | $5.79 | *($0.10)* |
| 16 | Shampoo | $2.69 | $2.69 | *$0.00* | 16 | Shampoo | $2.69 | $2.83 | *($0.14)* |
| 17 | Shavers | $1.33 | $1.29 | *$0.04* | 17 | Shavers | $1.37 | $1.37 | *$0.00* |
| 18 | Skin Cream | $2.59 | $3.19 | *($0.60)* | 18 | Skin Cream | $2.59 | $2.99 | *($0.40)* |
| 19 | Tape | $0.89 | $0.89 | *$0.00* | 19 | Tape | $0.89 | $0.93 | *($0.04)* |
| 20 | Trash Bags | $2.19 | $2.19 | *$0.00* | 20 | Trash Bags | $2.37 | $2.19 | *$0.18* |
| | | **$61.61** | **$60.60** | ***$1.01*** | | | **$62.24** | **$63.14** | ***($0.90)*** |

*Exhibit B2*

# Comparison by Location

| | CVS | | | | | OSCO | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **Boston / Quincy Comparison** | | | | | **Boston / Quincy Comparison** | | | |
| | **Item** | **Boston** | **Quincy** | ***Difference*** | | **Item** | **Boston** | **Quincy** | ***Difference*** |
| 1 | Antacid | $4.49 | $4.49 | *$0.00* | 1 | Antacid | $4.69 | $4.69 | *$0.00* |
| 2 | Baby Oil | $4.29 | $4.29 | *$0.00* | 2 | Baby Oil | $4.29 | $4.29 | *$0.00* |
| 3 | Baby Powder | $2.87 | $2.87 | *$0.00* | 3 | Baby Powder | $2.99 | $2.99 | *$0.00* |
| 4 | Band-Aids | $2.79 | $2.47 | *$0.32* | 4 | Band-Aids | $2.99 | $2.99 | *$0.00* |
| 5 | Batteries | $3.99 | $3.99 | *$0.00* | 5 | Batteries | $3.99 | $3.99 | *$0.00* |
| 6 | Bismuth Solution | $3.29 | $3.29 | *$0.00* | 6 | Bismuth Solution | $3.37 | $3.37 | *$0.00* |
| 7 | Bleach | $1.49 | $1.49 | *$0.00* | 7 | Bleach | $1.39 | $1.89 | *($0.50)* |
| 8 | Chocolate Bar | $1.69 | $1.69 | *$0.00* | 8 | Chocolate Bar | $1.59 | $1.59 | *$0.00* |
| 9 | Contact Solution | $5.99 | $7.39 | *($1.40)* | 9 | Contact Solution | $6.49 | $6.49 | *$0.00* |
| 10 | Cotton Swabs | $0.99 | $0.99 | *$0.00* | 10 | Cotton Swabs | $1.09 | $1.09 | *$0.00* |
| 11 | Deodorant | $2.49 | $2.49 | *$0.00* | 11 | Deodorant | $2.19 | $2.19 | *$0.00* |
| 12 | Film | $4.55 | $4.49 | *$0.06* | 12 | Film | $4.49 | $4.49 | *$0.00* |
| 13 | Flu Medicine | $4.88 | $4.88 | *$0.00* | 13 | Flu Medicine | $4.69 | $4.69 | *$0.00* |
| 14 | Hand Soap | $2.39 | $2.39 | *$0.00* | 14 | Hand Soap | $2.39 | $2.39 | *$0.00* |
| 15 | Headache Medicine | $5.73 | $5.73 | *$0.00* | 15 | Headache Medicine | $5.69 | $5.69 | *$0.00* |
| 16 | Shampoo | $2.69 | $2.69 | *$0.00* | 16 | Shampoo | $2.69 | $2.69 | *$0.00* |
| 17 | Shavers | $1.33 | $1.33 | *$0.00* | 17 | Shavers | $1.37 | $1.37 | *$0.00* |
| 18 | Skin Cream | $2.59 | $2.59 | *$0.00* | 18 | Skin Cream | $2.59 | $2.59 | *$0.00* |
| 19 | Tape | $0.89 | $0.89 | *$0.00* | 19 | Tape | $0.89 | $0.89 | *$0.00* |
| 20 | Trash Bags | $2.19 | $2.19 | *$0.00* | 20 | Trash Bags | $2.37 | $2.19 | *$0.18* |
| | | **$61.61** | **$62.63** | ***($1.02)*** | | | **$62.24** | **$62.56** | ***($0.32)*** |

*Exhibit B2*

# Comparison by Location

| | CVS | | | | | OSCO | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Quincy / Dorchester Comparison | | | | | Quincy / Dorchester Comparison | | | |
| | **Item** | **Quincy** | **Dorchester** | ***Difference*** | | **Item** | **Quincy** | **Mattapan** | ***Difference*** |
| 1 | Antacid | $4.49 | $4.39 | *$0.10* | 1 | Antacid | $4.69 | $4.59 | *$0.10* |
| 2 | Baby Oil | $4.29 | $3.99 | *$0.30* | 2 | Baby Oil | $4.29 | $4.59 | *($0.30)* |
| 3 | Baby Powder | $2.87 | $2.69 | *$0.18* | 3 | Baby Powder | $2.99 | $3.09 | *($0.10)* |
| 4 | Band-Aids | $2.47 | $2.79 | *($0.32)* | 4 | Band-Aids | $2.99 | $2.29 | *$0.70* |
| 5 | Batteries | $3.99 | $3.49 | *$0.50* | 5 | Batteries | $3.99 | $3.99 | *$0.00* |
| 6 | Bismuth Solution | $3.29 | $3.29 | *$0.00* | 6 | Bismuth Solution | $3.37 | $3.37 | *$0.00* |
| 7 | Bleach | $1.49 | $1.49 | *$0.00* | 7 | Bleach | $1.89 | $1.59 | *$0.30* |
| 8 | Chocolate Bar | $1.69 | $1.59 | *$0.10* | 8 | Chocolate Bar | $1.59 | $1.69 | *($0.10)* |
| 9 | Contact Solution | $7.39 | $6.59 | *$0.80* | 9 | Contact Solution | $6.49 | $6.69 | *($0.20)* |
| 10 | Cotton Swabs | $0.99 | $0.99 | *$0.00* | 10 | Cotton Swabs | $1.09 | $1.19 | *($0.10)* |
| 11 | Deodorant | $2.49 | $2.49 | *$0.00* | 11 | Deodorant | $2.19 | $2.19 | *$0.00* |
| 12 | Film | $4.49 | $4.49 | *$0.00* | 12 | Film | $4.49 | $4.49 | *$0.00* |
| 13 | Flu Medicine | $4.88 | $4.49 | *$0.39* | 13 | Flu Medicine | $4.69 | $4.69 | *$0.00* |
| 14 | Hand Soap | $2.39 | $2.29 | *$0.10* | 14 | Hand Soap | $2.39 | $2.59 | *($0.20)* |
| 15 | Headache Medicine | $5.73 | $5.29 | *$0.44* | 15 | Headache Medicine | $5.69 | $5.79 | *($0.10)* |
| 16 | Shampoo | $2.69 | $2.69 | *$0.00* | 16 | Shampoo | $2.69 | $2.83 | *($0.14)* |
| 17 | Shavers | $1.33 | $1.29 | *$0.04* | 17 | Shavers | $1.37 | $1.37 | *$0.00* |
| 18 | Skin Cream | $2.59 | $3.19 | *($0.60)* | 18 | Skin Cream | $2.59 | $2.99 | *($0.40)* |
| 19 | Tape | $0.89 | $0.89 | *$0.00* | 19 | Tape | $0.89 | $0.93 | *($0.04)* |
| 20 | Trash Bags | $2.19 | $2.19 | *$0.00* | 20 | Trash Bags | $2.19 | $2.19 | *$0.00* |
| | | **$62.63** | **$60.60** | ***$2.03*** | | | **$62.56** | **$63.14** | ***($0.58)*** |

*Exhibit B2*

# Comparison by Location Quantified

**Boston vs. Dorchester**

| | Boston more Expensive | No Difference | Dorchester more Expensive | Total |
|---|---|---|---|---|
| CVS | 10 | 8 | 2 | 20 |
| OSCO | 3 | 6 | 11 | 20 |
| Total | **13** | **14** | **13** | 40 |
| Percent | **32.5%** | **35.0%** | **32.5%** | 100.0% |

**Boston vs. Quincy**

| | Boston more Expensive | No Difference | Quincy more Expensive | Total |
|---|---|---|---|---|
| CVS | 2 | 17 | 1 | 20 |
| OSCO | 1 | 18 | 1 | 20 |
| Total | **3** | **35** | **2** | 40 |
| Percent | **7.5%** | **87.5%** | **5.0%** | 100.0% |

**Quincy vs. Dorchester**

| | Quincy more Expensive | No Difference | Dorchester more Expensive | Total |
|---|---|---|---|---|
| CVS | 10 | 8 | 2 | 20 |
| OSCO | 3 | 7 | 10 | 20 |
| Total | **13** | **15** | **12** | 40 |
| Percent | **32.5%** | **37.5%** | **30.0%** | 100.0% |

*Exhibit B3*

# Convenience Store Shopping Basket

## Convenience Stores

| | | Store 24 | | | L'il Peach | | |
|---|---|---|---|---|---|---|---|
| **Items** | **Size** | **Boston** | **Quincy** | **Roxbury** | **Boston** | **Quincy** | **Roxbury** |
| Campbell's Chicken Noodle Soup | 1 can | $0.99 | $0.99 | $0.99 | $1.19 | $0.89 | $1.09 |
| Large Grade A Eggs | 1 doz | $1.49 | $1.25 | $1.45 | $1.19 | $1.39 | $1.39 |
| Orange Juice* | 1/2 gal | $2.99 | $2.99 | $2.99 | $1.59 | $1.59 | $1.99 |
| Whole Milk** | 1 qt | $0.99 | $0.99 | $0.99 | $0.99 | $0.89 | $0.99 |
| Pepsi | 2 ltrs | $1.79 | $1.79 | $1.79 | $1.79 | $1.69 | $1.69 |
| Colgate Toothpaste (Reg) | 3 oz | $2.09 | $2.09 | $2.09 | $1.89 | $1.89 | $1.89 |
| Trojan Lubricated Condoms | 3 pack | $2.99 | $2.99 | $2.99 | $2.89 | $2.79 | $2.59 |
| | | **$13.33** | **$13.09** | **$13.29** | **$11.53** | **$11.13** | **$11.63** |

* Brands of Orange Juice differed from Store 24 and L'il Peach.
Store 24: Tropicana L'il Peach: Garelick

** Brands of Milk differed from Store 24 and L'il Peach
Store 24: Store 24 L'il Peach: Garelick Farms

**Store Locations**

| *Store* | *City* | *Date* | *Time* | *Address* |
|---|---|---|---|---|
| Store 24 | Boston | 3/9/94 | 4:55pm | 122 Cambridge Avenue |
| Store 24 | Quincy | 3/9/94 | 4:00pm | 230 Washington Avenue |
| Store 24 | Rox/Do | 3/9/94 | 2:50pm | 187 East Cottage Street |
| L'il Peach | Boston | 3/9/94 | 5:05pm | 78 Stanford Avenue |
| L'il Peach | Quincy | 3/9/94 | 3:30pm | 495 Washington Avenue |
| L'il Peach | Rox/Do | 3/9/94 | 3:10pm | 320 Neponset Avenue |

*Exhibit C1*

# Fast Food Shopping Basket

| Fast Food Restaurants | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | McDonald's | | | | | Burger King | | |
| **Items** | | **Boston** | **Quincy** | **Roxbury** | | | **Boston** | **Quincy** | **Roxbury** |
| Double Cheeseburger | | $2.10 | $2.10 | $2.02 | | | $1.99 | $1.99 | $1.99 |
| Fish Sandwich | | $1.70 | $1.59 | $1.68 | | | $1.95 | $1.89 | $1.89 |
| Chicken Nuggets (6pc) | | $1.95 | $1.89 | $2.02 | | | $1.95 | $1.89 | $1.89 |
| Medium Fries | | $1.07 | $1.05 | $1.12 | | | $0.95 | $1.09 | $0.99 |
| Large Shake, 32 oz | | $1.89 | $1.79 | $1.67 | | | $1.79 | $1.89 | $1.99 |
| Small Soda, 16 oz | | $0.89 | $0.81 | $0.92 | | | $0.89 | $0.89 | $0.89 |
| | | **$9.60** | **$9.23** | **$9.43** | | | **$9.52** | **$9.64** | **$9.64** |
| **Restaurant Locations** | | | | | | | | | |
| ***Restaurant*** | ***City*** | ***Date*** | ***Time*** | ***Address*** | | | | | |
| McDonald's | Boston | 3/9/94 | 4:40pm | Tremont Street | | | | | |
| McDonald's | Quincy | 3/9/94 | 3:15pm | 275 Hancock Street | | | | | |
| McDonald's | Rox/Do | 3/9/94 | 3:20pm | 301 Warren Street | | | | | |
| Burger King | Boston | 3/9/94 | 5:10pm | 350 Washington Ave. | | | | | |
| Burger King | Quincy | 3/9/94 | 3:50pm | 505 Quincy Avenue | | | | | |
| Burger King | Rox/Do | 3/9/94 | 2:35pm | 111 Washington Street | | | | | |

*Exhibit C1*

# Comparison by Location

| | Store 24 | | | | | L'il Peach | | | |
|---|---|---|---|---|---|---|---|---|---|
| | Boston / Dorchester Comparison | | | | | Boston / Dorchester Comparison | | | |
| | **Item** | **Boston** | **Dorchester** | ***Difference*** | | **Item** | **Boston** | **Dorchester** | ***Difference*** |
| 1 | Campbell's Chicken Noodle Soup | $0.99 | $0.99 | *$0.00* | 1 | Campbell's Chicken Noodle Soup | $1.19 | $1.09 | *$0.10* |
| 2 | Large Grade A Eggs | $1.49 | $1.45 | *$0.04* | 2 | Large Grade A Eggs | $1.19 | $1.39 | *($0.20)* |
| 3 | Orange Juice | $2.99 | $2.99 | *$0.00* | 3 | Orange Juice | $1.59 | $1.99 | *($0.40)* |
| 4 | Whole Milk | $0.99 | $0.99 | *$0.00* | 4 | Whole Milk | $0.99 | $0.99 | *$0.00* |
| 5 | Pepsi | $1.79 | $1.79 | *$0.00* | 5 | Pepsi | $1.79 | $1.69 | *$0.10* |
| 6 | Colgate Toothpaste (Reg) | $2.09 | $2.09 | *$0.00* | 6 | Colgate Toothpaste (Reg) | $1.89 | $1.89 | *$0.00* |
| 7 | Trojan Lubricated Condoms | $2.99 | $2.99 | *$0.00* | 7 | Trojan Lubricated Condoms | $2.89 | $2.59 | *$0.30* |
| | | | | | | | | | |
| | | **$13.33** | **$13.29** | ***$0.04*** | | | **$11.53** | **$11.63** | ***($0.10)*** |

*Exhibit C2*

# Comparison by Location

## Store 24

**Boston / Quincy Comparison**

| | Item | Boston | Quincy | *Difference* |
|---|---|---|---|---|
| 1 | Campbell's Chicken Noodle Soup | $0.99 | $0.99 | *$0.00* |
| 2 | Large Grade A Eggs | $1.49 | $1.25 | *$0.24* |
| 3 | Orange Juice | $2.99 | $2.99 | *$0.00* |
| 4 | Whole Milk | $0.99 | $0.99 | *$0.00* |
| 5 | Pepsi | $1.79 | $1.79 | *$0.00* |
| 6 | Colgate Toothpaste (Reg) | $2.09 | $2.09 | *$0.00* |
| 7 | Trojan Lubricated Condoms | $2.99 | $2.99 | *$0.00* |
| | | **$13.33** | **$13.09** | ***$0.24*** |

## L'il Peach

**Boston / Quincy Comparison**

| | Item | Boston | Quincy | *Difference* |
|---|---|---|---|---|
| 1 | Campbell's Chicken Noodle Soup | $1.19 | $0.89 | *$0.30* |
| 2 | Large Grade A Eggs | $1.19 | $1.39 | *($0.20)* |
| 3 | Orange Juice | $1.59 | $1.59 | *$0.00* |
| 4 | Whole Milk | $0.99 | $0.89 | *$0.10* |
| 5 | Pepsi | $1.79 | $1.69 | *$0.10* |
| 6 | Colgate Toothpaste (Reg) | $1.89 | $1.89 | *$0.00* |
| 7 | Trojan Lubricated Condoms | $2.89 | $2.79 | *$0.10* |
| | | **$11.53** | **$11.13** | ***$0.40*** |

*Exhibit C2*

# Comparison by Location

## Store 24

**Quincy / Dorchester Comparison**

| | Item | Quincy | Dorchester | *Difference* |
|---|---|---|---|---|
| 1 | Campbell's Chicken Noodle Soup | $0.99 | $0.99 | *$0.00* |
| 2 | Large Grade A Eggs | $1.25 | $1.45 | *($0.20)* |
| 3 | Orange Juice | $2.99 | $2.99 | *$0.00* |
| 4 | Whole Milk | $0.99 | $0.99 | *$0.00* |
| 5 | Pepsi | $1.79 | $1.79 | *$0.00* |
| 6 | Colgate Toothpaste (Reg) | $2.09 | $2.09 | *$0.00* |
| 7 | Trojan Lubricated Condoms | $2.99 | $2.99 | *$0.00* |
| | | **$13.09** | **$13.29** | ***($0.20)*** |

## L'il Peach

**Quincy / Dorchester Comparison**

| | Item | Quincy | Dorchester | *Difference* |
|---|---|---|---|---|
| 1 | Campbell's Chicken Noodle Soup | $0.89 | $1.09 | *($0.20)* |
| 2 | Large Grade A Eggs | $1.39 | $1.39 | *$0.00* |
| 3 | Orange Juice | $1.59 | $1.99 | *($0.40)* |
| 4 | Whole Milk | $0.89 | $0.99 | *($0.10)* |
| 5 | Pepsi | $1.69 | $1.69 | *$0.00* |
| 6 | Colgate Toothpaste (Reg) | $1.89 | $1.89 | *$0.00* |
| 7 | Trojan Lubricated Condoms | $2.79 | $2.59 | *$0.20* |
| | | **$11.13** | **$11.63** | ***($0.50)*** |

*Exhibit C2*

# Comparison by Location

## McDonald's

**Boston / Roxbury Comparison**

| | Item | Boston | Roxbury | *Difference* |
|---|---|---|---|---|
| 1 | Double Cheeseburger | $2.10 | $2.02 | *$0.08* |
| 2 | Fish Sandwich | $1.70 | $1.68 | *$0.02* |
| 3 | Chicken Nuggets (6pc) | $1.95 | $2.02 | *($0.07)* |
| 4 | Medium Fries | $1.07 | $1.12 | *($0.05)* |
| 5 | Large Shake, 32 oz | $1.89 | $1.67 | *$0.22* |
| 6 | Small Soda, 16 oz | $0.89 | $0.92 | *($0.03)* |
| | | **$9.60** | **$9.43** | ***$0.17*** |

## Burger King

**Boston / Dorchester Comparison**

| | Item | Boston | Dorchester | *Difference* |
|---|---|---|---|---|
| 1 | Double Cheeseburger | $1.99 | $1.99 | *$0.00* |
| 2 | Fish Sandwich | $1.95 | $1.89 | *$0.06* |
| 3 | Chicken Nuggets (6pc) | $1.95 | $1.89 | *$0.06* |
| 4 | Medium Fries | $0.95 | $0.99 | *($0.04)* |
| 5 | Large Shake, 32 oz | $1.79 | $1.99 | *($0.20)* |
| 6 | Small Soda, 16 oz | $0.89 | $0.89 | *$0.00* |
| | | **$9.52** | **$9.64** | ***($0.12)*** |

*Exhibit C2*

# Comparison by Location

## McDonald's

**Boston / Quincy Comparison**

| | Item | Boston | Quincy | *Difference* |
|---|---|---|---|---|
| 1 | Double Cheeseburger | $2.10 | $2.10 | *$0.00* |
| 2 | Fish Sandwich | $1.70 | $1.59 | *$0.11* |
| 3 | Chicken Nuggets (6pc) | $1.95 | $1.89 | *$0.06* |
| 4 | Medium Fries | $1.07 | $1.05 | *$0.02* |
| 5 | Large Shake, 32 oz | $1.89 | $1.79 | *$0.10* |
| 6 | Small Soda, 16 oz | $0.89 | $0.81 | *$0.08* |
| | | **$9.60** | **$9.23** | ***$0.37*** |

## Burger King

**Boston / Quincy Comparison**

| | Item | Boston | Quincy | *Difference* |
|---|---|---|---|---|
| 1 | Double Cheeseburger | $1.99 | $1.99 | *$0.00* |
| 2 | Fish Sandwich | $1.95 | $1.89 | *$0.06* |
| 3 | Chicken Nuggets (6pc) | $1.95 | $1.89 | *$0.06* |
| 4 | Medium Fries | $0.95 | $1.09 | *($0.14)* |
| 5 | Large Shake, 32 oz | $1.79 | $1.89 | *($0.10)* |
| 6 | Small Soda, 16 oz | $0.89 | $0.89 | *$0.00* |
| | | **$9.52** | **$9.64** | ***($0.12)*** |

*Exhibit C2*

# Comparison by Location

## McDonald's

**Quincy / Roxbury Comparison**

| | Item | Quincy | Roxbury | *Difference* |
|---|---|---|---|---|
| 1 | Double Cheeseburger | $2.10 | $2.02 | *$0.08* |
| 2 | Fish Sandwich | $1.59 | $1.68 | *($0.09)* |
| 3 | Chicken Nuggets (6pc) | $1.89 | $2.02 | *($0.13)* |
| 4 | Medium Fries | $1.05 | $1.12 | *($0.07)* |
| 5 | Large Shake, 32 oz | $1.79 | $1.67 | *$0.12* |
| 6 | Small Soda, 16 oz | $0.81 | $0.92 | *($0.11)* |
| | | **$9.23** | **$9.43** | ***($0.20)*** |

## Burger King

**Quincy / Dorchester Comparison**

| | Item | Quincy | Dorchester | *Difference* |
|---|---|---|---|---|
| 1 | Double Cheeseburger | $1.99 | $1.99 | *$0.00* |
| 2 | Fish Sandwich | $1.89 | $1.89 | *$0.00* |
| 3 | Chicken Nuggets (6pc) | $1.89 | $1.89 | *$0.00* |
| 4 | Medium Fries | $1.09 | $0.99 | *$0.10* |
| 5 | Large Shake, 32 oz | $1.89 | $1.99 | *($0.10)* |
| 6 | Small Soda, 16 oz | $0.89 | $0.89 | *$0.00* |
| | | **$9.64** | **$9.64** | ***$0.00*** |

*Exhibit C2*

# Comparison by Location Quantified

**Boston vs. Dorchester/ Roxbury**

| | Boston more Expensive | No Difference | Roxbury more Expensive | Total |
|---|---|---|---|---|
| Store 24 | 1 | 6 | 0 | 7 |
| L'il Peach | 3 | 2 | 2 | 7 |
| Total | **4** | **8** | **2** | 14 |
| Percent | **28.6%** | **57.1%** | **14.3%** | 100.0% |

**Boston vs. Quincy**

| | Boston more Expensive | No Difference | Quincy more Expensive | Total |
|---|---|---|---|---|
| Store 24 | 1 | 6 | 0 | 7 |
| L'il Peach | 4 | 2 | 1 | 7 |
| Total | **5** | **8** | **1** | 14 |
| Percent | **35.7%** | **57.1%** | **7.1%** | 100.0% |

**Quincy vs. Dorchester/ Roxbury**

| | Quincy more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| Store 24 | 0 | 6 | 1 | 7 |
| L'il Peach | 1 | 3 | 3 | 7 |
| Total | **1** | **9** | **4** | 14 |
| Percent | **7.1%** | **64.3%** | **28.6%** | 100.0% |

*Exhibit C3*

# Comparison by Location Quantified

**Boston vs. Dorchester/ Roxbury**

| | Boston more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| McDonald's | 3 | 0 | 3 | 6 |
| Burger King | 2 | 2 | 2 | 6 |
| Total | **5** | **2** | **5** | 12 |
| Percent | **41.7%** | **16.7%** | **41.7%** | 100.0% |

**Boston vs. Quincy**

| | Boston more Expensive | No Difference | Quincy more Expensive | Total |
|---|---|---|---|---|
| McDonald's | 5 | 1 | 0 | 6 |
| Burger King | 2 | 2 | 2 | 6 |
| Total | 7 | **3** | **2** | 12 |
| Percent | **58.3%** | **25.0%** | **16.7%** | 100.0% |

**Quincy vs. Dorchester/ Roxbury**

| | Quincy more Expensive | No Difference | Dorchester/ Roxbury more Expensive | Total |
|---|---|---|---|---|
| McDonald's | 2 | 0 | 4 | 6 |
| Burger King | 1 | 4 | 1 | 6 |
| Total | **3** | **4** | **5** | 12 |
| Percent | **25.0%** | **33.3%** | **41.7%** | 100.0% |

Dorchester/

*Exhibit C3*

*< RAW DATA >*

## All Stores' Shopping Cart List

| | | Item | Boston | Roxbury/ Mattapan/ Dorchester | Braintree/ Quincy | Bos-Dor | Bos-Qnc | Dor-Qnc |
|---|---|---|---|---|---|---|---|---|
| CVS | 1 | Antacid | $4.49 | $4.39 | $4.49 | $0.10 | $0.00 | ($0.10) |
| | 2 | Baby Oil | $4.29 | $3.99 | $4.29 | $0.30 | $0.00 | ($0.30) |
| | 3 | Baby Powder | $2.87 | $2.69 | $2.87 | $0.18 | $0.00 | ($0.18) |
| | 4 | Band-Aids | $2.79 | $2.79 | $2.47 | $0.00 | $0.32 | $0.32 |
| | 5 | Batteries | $3.99 | $3.49 | $3.99 | $0.50 | $0.00 | ($0.50) |
| | 6 | Bismuth Solution | $3.29 | $3.29 | $3.29 | $0.00 | $0.00 | $0.00 |
| | 7 | Bleach | $1.49 | $1.49 | $1.49 | $0.00 | $0.00 | $0.00 |
| | 8 | Chocolate Bar | $1.69 | $1.59 | $1.69 | $0.10 | $0.00 | ($0.10) |
| | 9 | Contact Solution | $5.99 | $6.59 | $7.39 | ($0.60) | ($1.40) | ($0.80) |
| | 10 | Cotton Swabs | $0.99 | $0.99 | $0.99 | $0.00 | $0.00 | $0.00 |
| | 11 | Deodorant | $2.49 | $2.49 | $2.49 | $0.00 | $0.00 | $0.00 |
| | 12 | Film | $4.55 | $4.49 | $4.49 | $0.06 | $0.06 | $0.00 |
| | 13 | Flu Medicine | $4.88 | $4.49 | $4.88 | $0.39 | $0.00 | ($0.39) |
| | 14 | Hand Soap | $2.39 | $2.29 | $2.39 | $0.10 | $0.00 | ($0.10) |
| | 15 | Headache Medicine | $5.73 | $5.29 | $5.73 | $0.44 | $0.00 | ($0.44) |
| | 16 | Shampoo | $2.69 | $2.69 | $2.69 | $0.00 | $0.00 | $0.00 |
| | 17 | Shavers | $1.33 | $1.29 | $1.33 | $0.04 | $0.00 | ($0.04) |
| | 18 | Skin Cream | $2.59 | $3.19 | $2.59 | ($0.60) | $0.00 | $0.60 |
| | 19 | Tape | $0.89 | $0.89 | $0.89 | $0.00 | $0.00 | $0.00 |
| | 20 | Trash Bags | $2.19 | $2.19 | $2.19 | $0.00 | $0.00 | $0.00 |
| OSCO | 21 | Antacid | $4.69 | $4.59 | $4.69 | $0.10 | $0.00 | ($0.10) |
| | 22 | Baby Oil | $4.29 | $4.59 | $4.29 | ($0.30) | $0.00 | $0.30 |
| | 23 | Baby Powder | $2.99 | $3.09 | $2.99 | ($0.10) | $0.00 | $0.10 |
| | 24 | Band-Aids | $2.99 | $2.29 | $2.99 | $0.70 | $0.00 | ($0.70) |
| | 25 | Batteries | $3.99 | $3.99 | $3.99 | $0.00 | $0.00 | $0.00 |
| | 26 | Bismuth Solution | $3.37 | $3.37 | $3.37 | $0.00 | $0.00 | $0.00 |
| | 27 | Bleach | $1.39 | $1.59 | $1.89 | ($0.20) | ($0.50) | ($0.30) |
| | 28 | Chocolate Bar | $1.59 | $1.69 | $1.59 | ($0.10) | $0.00 | $0.10 |
| | 29 | Contact Solution | $6.49 | $6.69 | $6.49 | ($0.20) | $0.00 | $0.20 |
| | 30 | Cotton Swabs | $1.09 | $1.19 | $1.09 | ($0.10) | $0.00 | $0.10 |
| | 31 | Deodorant | $2.19 | $2.19 | $2.19 | $0.00 | $0.00 | $0.00 |
| | 32 | Film | $4.49 | $4.49 | $4.49 | $0.00 | $0.00 | $0.00 |
| | 33 | Flu Medicine | $4.69 | $4.69 | $4.69 | $0.00 | $0.00 | $0.00 |
| | 34 | Hand Soap | $2.39 | $2.59 | $2.39 | ($0.20) | $0.00 | $0.20 |
| | 35 | Headache Medicine | $5.69 | $5.79 | $5.69 | ($0.10) | $0.00 | $0.10 |
| | 36 | Shampoo | $2.69 | $2.83 | $2.69 | ($0.14) | $0.00 | $0.14 |
| | 37 | Shavers | $1.37 | $1.37 | $1.37 | $0.00 | $0.00 | $0.00 |
| | 38 | Skin Cream | $2.59 | $2.99 | $2.59 | ($0.40) | $0.00 | $0.40 |
| | 39 | Tape | $0.89 | $0.93 | $0.89 | ($0.04) | $0.00 | $0.04 |
| | 40 | Trash Bags | $2.37 | $2.19 | $2.19 | $0.18 | $0.18 | $0.00 |

*Exhibit D1*

*< RAW DATA >* **All Stores' Shopping Cart List**

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Store24** | 41 | Chicken Noodle Soup | $0.99 | $0.99 | $0.99 | *$0.00* | *$0.00* | *$0.00* |
| | 42 | Large Grade A Eggs | $1.49 | $1.45 | $1.25 | *$0.04* | *$0.24* | *$0.20* |
| | 43 | Orange Juice | $2.99 | $2.99 | $2.99 | *$0.00* | *$0.00* | *$0.00* |
| | 44 | Whole Milk | $0.99 | $0.99 | $0.99 | *$0.00* | *$0.00* | *$0.00* |
| | 45 | Soda | $1.79 | $1.79 | $1.79 | *$0.00* | *$0.00* | *$0.00* |
| | 46 | Toothpaste (Reg) | $2.09 | $2.09 | $2.09 | *$0.00* | *$0.00* | *$0.00* |
| | 47 | Lubricated Condoms | $2.99 | $2.99 | $2.99 | *$0.00* | *$0.00* | *$0.00* |
| **L'il Peach** | 48 | Chicken Noodle Soup | $1.19 | $1.09 | $0.89 | *$0.10* | *$0.30* | *$0.20* |
| | 49 | Large Grade A Eggs | $1.19 | $1.39 | $1.39 | *($0.20)* | *($0.20)* | *$0.00* |
| | 50 | Orange Juice | $1.59 | $1.99 | $1.59 | *($0.40)* | *$0.00* | *$0.40* |
| | 51 | Whole Milk | $0.99 | $0.99 | $0.89 | *$0.00* | *$0.10* | *$0.10* |
| | 52 | Pepsi | $1.79 | $1.69 | $1.69 | *$0.10* | *$0.10* | *$0.00* |
| | 53 | Toothpaste (Reg) | $1.89 | $1.89 | $1.89 | *$0.00* | *$0.00* | *$0.00* |
| | 54 | Lubricated Condoms | $2.89 | $2.59 | $2.79 | *$0.30* | *$0.10* | *($0.20)* |
| **McDonalds** | 55 | Double Cheeseburger | $2.10 | $2.02 | $2.10 | *$0.08* | *$0.00* | *($0.08)* |
| | 56 | Fish Sandwich | $1.70 | $1.68 | $1.59 | *$0.02* | *$0.11* | *$0.09* |
| | 57 | Chicken Nuggets (6pc) | $1.95 | $2.02 | $1.89 | *($0.07)* | *$0.06* | *$0.13* |
| | 58 | Medium Fries | $1.07 | $1.12 | $1.05 | *($0.05)* | *$0.02* | *$0.07* |
| | 59 | Large Shake, 32 oz | $1.89 | $1.67 | $1.79 | *$0.22* | *$0.10* | *($0.12)* |
| | 60 | Small Soda, 16 oz | $0.89 | $0.92 | $0.81 | *($0.03)* | *$0.08* | *$0.11* |
| **Burger King** | 61 | Double Cheeseburger | $1.99 | $1.99 | $1.99 | *$0.00* | *$0.06* | *$0.00* |
| | 62 | Fish Sandwich | $1.95 | $1.89 | $1.89 | *$0.06* | *$0.06* | *$0.00* |
| | 63 | Chicken Nuggets (6pc) | $1.95 | $1.89 | $1.89 | *$0.06* | *$0.06* | *$0.00* |
| | 64 | Medium Fries | $0.95 | $0.99 | $1.09 | *($0.04)* | *($0.14)* | *($0.10)* |
| | 65 | Large Shake, 32 oz | $1.79 | $1.99 | $1.89 | *($0.20)* | *($0.10)* | *$0.10* |
| | 66 | Small Soda, 16 oz | $0.89 | $0.89 | $0.89 | *$0.00* | *$0.00* | *$0.00* |
| **Sunoco** | 67 | Regular Unleaded | $0.99 | $0.96 | $0.94 | *$0.03* | *$0.05* | *$0.02* |
| | 68 | Unleaded Plus | $1.10 | $1.20 | $1.05 | *($0.10)* | *$0.05* | *$0.15* |
| | 69 | Super Unleaded | $1.15 | $1.32 | $1.16 | *($0.17)* | *($0.01)* | *$0.16* |
| **Shell** | 70 | Regular Unleaded | $1.10 | $1.04 | $1.08 | *$0.06* | *$0.02* | *($0.04)* |
| | 71 | Unleaded Plus | $1.12 | $1.20 | $1.27 | *($0.08)* | *($0.15)* | *($0.07)* |
| | 72 | Super Unleaded | $1.30 | $1.30 | $1.32 | *$0.00* | *($0.02)* | *($0.02)* |
| **Stop-n-Shop** | 73 | Ham | $4.99 | $4.99 | $4.99 | *$0.00* | *$0.00* | *$0.00* |
| | 74 | Butter | $1.69 | $1.39 | $1.39 | *$0.30* | *$0.30* | *$0.00* |
| | 75 | Orange Juice | $2.65 | $2.29 | $2.29 | *$0.36* | *$0.36* | *$0.00* |
| | 76 | Coffee | $2.19 | $1.99 | $1.99 | *$0.20* | *$0.20* | *$0.00* |
| | 77 | Cereal | $1.19 | $1.39 | $1.89 | *($0.20)* | *($0.70)* | *($0.50)* |
| | 78 | Lemonade Mix | $2.77 | $2.69 | $2.69 | *$0.08* | *$0.08* | *$0.00* |
| | 79 | Cookies | $2.79 | $2.47 | $2.47 | *$0.32* | *$0.32* | *$0.00* |
| | 70 | Canned Peaches | $0.99 | $0.89 | $0.89 | *$0.10* | *$0.10* | *$0.00* |
| | 81 | Flour | $1.29 | $1.59 | $0.99 | *($0.30)* | *$0.30* | *$0.60* |
| | 82 | Sugar | $1.99 | $1.99 | $1.99 | *$0.00* | *$0.00* | *$0.00* |
| | 83 | Toilet Paper | $3.85 | $3.49 | $3.49 | *$0.36* | *$0.36* | *$0.00* |

***Exhibit D1***

*< RAW DATA >* **All Stores' Shopping Cart List**

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 84 | Milk | $2.86 | $2.39 | $2.39 | *$0.47* | *$0.47* | *$0.00* |
| | 85 | Dishwashing Soap | $7.19 | $5.99 | $5.99 | *$1.20* | *$1.20* | *$0.00* |
| | 86 | Household Cleaner | $2.57 | $2.49 | $2.49 | *$0.08* | *$0.08* | *$0.00* |
| | 87 | Dry Cat Food | $3.09 | $3.29 | $3.29 | *($0.20)* | *($0.20)* | *$0.00* |
| | 88 | Aluminum Foil | $2.29 | $1.99 | $1.99 | *$0.30* | *$0.30* | *$0.00* |
| | 89 | Soda | $0.99 | $0.99 | $0.99 | *$0.00* | *$0.00* | *$0.00* |
| | 90 | Spring Water | $0.91 | $0.79 | $0.79 | *$0.12* | *$0.12* | *$0.00* |
| | 91 | Apples | $1.29 | $0.99 | $0.99 | *$0.30* | *$0.30* | *$0.00* |
| | 92 | Oranges | $0.33 | $0.33 | $0.33 | *$0.00* | *$0.00* | *$0.00* |
| | 93 | Bananas | $0.69 | $0.50 | $0.69 | *$0.19* | *$0.00* | *($0.19)* |
| | 94 | Potatos | $0.99 | $0.99 | $0.99 | *$0.00* | *$0.00* | *$0.00* |
| | 95 | Onions | $0.79 | $0.29 | $0.29 | *$0.50* | *$0.50* | *$0.00* |
| | 96 | Broccoli | $0.49 | $0.49 | $0.49 | *$0.00* | *$0.00* | *$0.00* |
| | 97 | Canned Vegetables | $0.77 | $0.61 | $0.58 | *$0.16* | *$0.19* | *$0.03* |
| | 98 | Spaghetti | $0.79 | $0.49 | $0.49 | *$0.30* | *$0.30* | *$0.00* |
| | 99 | Mayonaise | $1.79 | $1.75 | $1.75 | *$0.04* | *$0.04* | *$0.00* |
| | 100 | Waffles | $1.75 | $1.19 | $1.23 | *$0.56* | *$0.52* | *($0.04)* |
| | 101 | Frozen Pizza | $1.49 | $0.99 | $0.99 | *$0.50* | *$0.50* | *$0.00* |
| | 102 | Ice Cream | $3.85 | $3.69 | $3.69 | *$0.16* | *$0.16* | *$0.00* |
| | 103 | Eggs | $1.45 | $1.39 | $1.39 | *$0.06* | *$0.06* | *$0.00* |
| | 104 | Poultry Meat | $2.99 | $3.99 | $4.39 | *($1.00)* | *($1.40)* | *($0.40)* |
| | 105 | Beef | $3.99 | $5.99 | $3.99 | *($2.00)* | *$0.00* | *$2.00* |
| | 106 | Ground Beef | $2.09 | $2.09 | $2.09 | *$0.00* | *$0.00* | *$0.00* |
| | 107 | Oil | $1.75 | $1.35 | $1.35 | *$0.40* | *$0.40* | *$0.00* |
| | 108 | Canned Meals | $1.19 | $1.59 | $0.99 | *($0.40)* | *$0.20* | *$0.60* |
| | 109 | Rice | $1.95 | $1.69 | $1.65 | *$0.26* | *$0.30* | *$0.04* |
| | 110 | Pasta Sauce | $1.99 | $0.59 | $1.69 | *$1.40* | *$0.30* | *($1.10)* |
| | 111 | Canned Soup | $0.79 | $1.45 | $0.59 | *($0.66)* | *$0.20* | *$0.86* |
| | 112 | Ketchup | $2.05 | $2.05 | $1.45 | *$0.00* | *$0.60* | *$0.60* |
| | 113 | Paper Towels | $1.57 | $1.57 | $1.57 | *$0.00* | *$0.00* | *$0.00* |
| | 114 | Baby Food | $0.69 | $0.69 | $0.69 | *$0.00* | *$0.00* | *$0.00* |
| | 115 | Diapers | $8.99 | $8.99 | $8.99 | *$0.00* | *$0.00* | *$0.00* |
| **Purity** | 116 | Ham | $3.99 | $4.99 | $4.99 | *($1.00)* | *($1.00)* | *$0.00* |
| | 117 | Butter | $1.69 | $1.79 | $1.69 | *($0.10)* | *$0.00* | *$0.10* |
| | 118 | Orange Juice | $1.99 | $2.59 | $2.49 | *($0.60)* | *($0.50)* | *$0.10* |
| | 119 | Coffee | $1.99 | $1.99 | $1.99 | *$0.00* | *$0.00* | *$0.00* |
| | 120 | Cereal | $1.99 | $2.19 | $1.99 | *($0.20)* | *$0.00* | *$0.20* |
| | 121 | Lemonade Mix | $2.79 | $2.89 | $2.79 | *($0.10)* | *$0.00* | *$0.10* |
| | 122 | Cookies | $2.47 | $2.79 | $2.79 | *($0.32)* | *($0.32)* | *$0.00* |
| | 123 | Canned Peaches | $1.09 | $1.19 | $1.99 | *($0.10)* | *($0.90)* | *($0.80)* |
| | 124 | Flour | $0.99 | $1.19 | $0.99 | *($0.20)* | *$0.00* | *$0.20* |
| | 125 | Sugar | $2.19 | $2.29 | $2.19 | *($0.10)* | *$0.00* | *$0.10* |
| | 126 | Toilet Paper | $3.59 | $3.69 | $3.59 | *($0.10)* | *$0.00* | *$0.10* |

***Exhibit D1***

*< RAW DATA >*

## All Stores' Shopping Cart List

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 127 | Milk | $2.89 | $2.39 | $2.39 | *$0.50* | *$0.50* | *$0.00* |
| 128 | Dishwashing Soap | $7.19 | $9.29 | $7.19 | *($2.10)* | *$0.00* | *$2.10* |
| 129 | Household Cleaner | $2.59 | $2.69 | $2.59 | *($0.10)* | *$0.00* | *$0.10* |
| 130 | Dry Cat Food | $3.19 | $3.29 | $3.19 | *($0.10)* | *$0.00* | *$0.10* |
| 131 | Aluminum Foil | $2.29 | $2.39 | $2.29 | *($0.10)* | *$0.00* | *$0.10* |
| 132 | Soda | $0.89 | $0.99 | $0.99 | *($0.10)* | *($0.10)* | *$0.00* |
| 133 | Spring Water | $0.99 | $0.99 | $0.89 | *$0.00* | *$0.10* | *$0.10* |
| 134 | Apples | $0.99 | $0.99 | $0.99 | *$0.00* | *$0.00* | *$0.00* |
| 135 | Oranges | $0.33 | $0.33 | $0.33 | *$0.00* | *$0.00* | *$0.00* |
| 136 | Bananas | $0.50 | $0.50 | $0.50 | *$0.00* | *$0.00* | *$0.00* |
| 137 | Potatos | $0.79 | $0.79 | $0.99 | *$0.00* | *($0.20)* | *($0.20)* |
| 138 | Onions | $0.99 | $0.79 | $0.99 | *$0.20* | *$0.00* | *($0.20)* |
| 139 | Broccoli | $1.19 | $0.99 | $1.19 | *$0.20* | *$0.00* | *($0.20)* |
| 140 | Canned Vegetables | $0.60 | $0.69 | $1.09 | *($0.09)* | *($0.49)* | *($0.40)* |
| 141 | Spaghetti | $0.69 | $0.69 | $0.69 | *$0.00* | *$0.00* | *$0.00* |
| 142 | Mayonaise | $1.79 | $1.89 | $1.79 | *($0.10)* | *$0.00* | *$0.10* |
| 143 | Waffles | $1.39 | $1.49 | $1.39 | *($0.10)* | *$0.00* | *$0.10* |
| 144 | Frozen Pizza | $1.29 | $1.39 | $1.29 | *($0.10)* | *$0.00* | *$0.10* |
| 145 | Ice Cream | $3.79 | $3.79 | $3.79 | *$0.00* | *$0.00* | *$0.00* |
| 146 | Eggs | $1.45 | $1.55 | $1.39 | *($0.10)* | *$0.06* | *$0.16* |
| 147 | Poultry Meat | $3.49 | $4.49 | $3.69 | *($1.00)* | *($0.20)* | *$0.80* |
| 148 | Beef | $4.29 | $4.29 | $4.19 | *$0.00* | *$0.10* | *$0.10* |
| 149 | Ground Beef | $1.79 | $1.79 | $1.69 | *$0.00* | *$0.10* | *$0.10* |
| 150 | Oil | $1.49 | $1.59 | $1.49 | *($0.10)* | *$0.00* | *$0.10* |
| 151 | Canned Meals | $1.09 | $1.19 | $1.09 | *($0.10)* | *$0.00* | *$0.10* |
| 152 | Rice | $1.79 | $1.79 | $1.75 | *$0.00* | *$0.04* | *$0.04* |
| 153 | Pasta Sauce | $1.99 | $2.09 | $1.99 | *($0.10)* | *$0.00* | *$0.10* |
| 154 | Canned Soup | $0.59 | $0.65 | $0.59 | *($0.06)* | *$0.00* | *$0.06* |
| 155 | Ketchup | $1.49 | $1.59 | $1.59 | *($0.10)* | *($0.10)* | *$0.00* |
| 156 | Paper Towels | $1.49 | $1.59 | $1.59 | *($0.10)* | *($0.10)* | *$0.00* |
| 157 | Baby Food | $0.75 | $0.79 | $0.79 | *($0.04)* | *($0.04)* | *$0.00* |
| 158 | Diapers | $8.99 | $8.99 | $8.99 | *$0.00* | *$0.00* | *$0.00* |
| | | **$357.21** | **$359.92** | **$354.31** | ***($2.71)*** | ***$2.90*** | ***$5.61*** |
| | | | | | | | |
| | | | **Paired TTest** | | *-0.5784* | *0.8298* | *1.3603* |

*Exhibit D1*

# Comparison by Location Quantified

**Boston vs. Dorchester**

| | Boston more Expensive | No Difference | Dorchester more Expensive | Total |
|---|---|---|---|---|
| Purity | 2 | 12 | 29 | 43 |
| Stop-n-Shop | 25 | 11 | 7 | 43 |
| CVS | 10 | 8 | 2 | 20 |
| Osco | 3 | 6 | 11 | 20 |
| Lil' Peach | 3 | 2 | 2 | 7 |
| Store24 | 1 | 6 | 0 | 7 |
| Burger King | 2 | 2 | 2 | 6 |
| McDonald's | 3 | 0 | 3 | 6 |
| Sunoco | 1 | 0 | 2 | 3 |
| Shell | 1 | 1 | 1 | 3 |
| Total | **51** | **48** | **59** | **158** |
| Percent | **32.3%** | **30.4%** | **37.3%** | **100.0%** |

**Boston vs. Quincy**

| | Boston more Expensive | No Difference | Quincy more Expensive | Total |
|---|---|---|---|---|
| Purity | 6 | 26 | 11 | 43 |
| Stop-n-Shop | 28 | 12 | 3 | 43 |
| CVS | 2 | 17 | 1 | 20 |
| Osco | 1 | 18 | 1 | 20 |
| Lil' Peach | 4 | 2 | 1 | 7 |
| Store24 | 1 | 6 | 0 | 7 |
| Burger King | 2 | 2 | 2 | 6 |
| McDonald's | 5 | 1 | 0 | 6 |
| Sunoco | 2 | 0 | 1 | 3 |
| Shell | 1 | 0 | 2 | 3 |
| Total | **52** | **84** | **22** | **158** |
| Percent | **32.9%** | **53.2%** | **13.9%** | **100.0%** |

*Exhibit D2*

*All Stores*

# Comparison by Location Quantified

| | Quincy more Expensive | No Difference | Dorchester more Expensive | Total |
|---|---|---|---|---|
| Purity | 5 | 14 | 24 | 43 |
| Stop-n-Shop | 5 | 31 | 7 | 43 |
| CVS | 10 | 8 | 2 | 20 |
| Osco | 3 | 7 | 10 | 20 |
| Lil' Peach | 1 | 3 | 3 | 7 |
| Store24 | 0 | 6 | 1 | 7 |
| **Quincy vs.** Burger King | 1 | 4 | 1 | 6 |
| **Dorchester** McDonald's | 2 | 0 | 4 | 6 |
| Sunoco | 0 | 3 | 0 | 3 |
| Shell | 3 | 0 | 0 | 3 |
| Total | **30** | **76** | **52** | **158** |
| Percent | **19.0%** | **48.1%** | **32.9%** | **100.0%** |

*Exhibit D2*

5325 027

ACME
BOOKBINDING CO., INC.

JUL 1995

100 CAMBRIDGE STREET
CHARLESTOWN, MASS